

LIFE



FARMER'S DAUGHTER

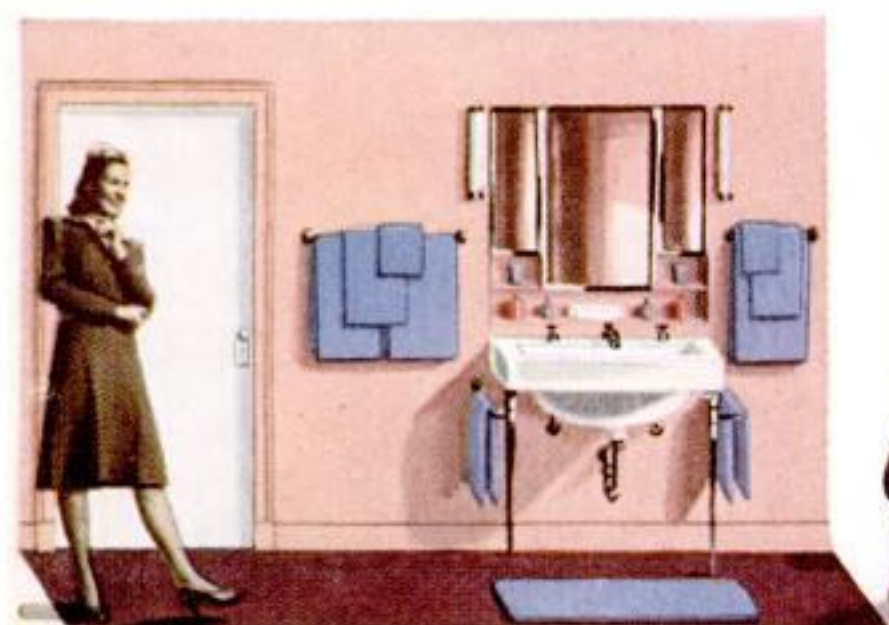
OCTOBER 6, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

Here come the new Cannon American Beauties

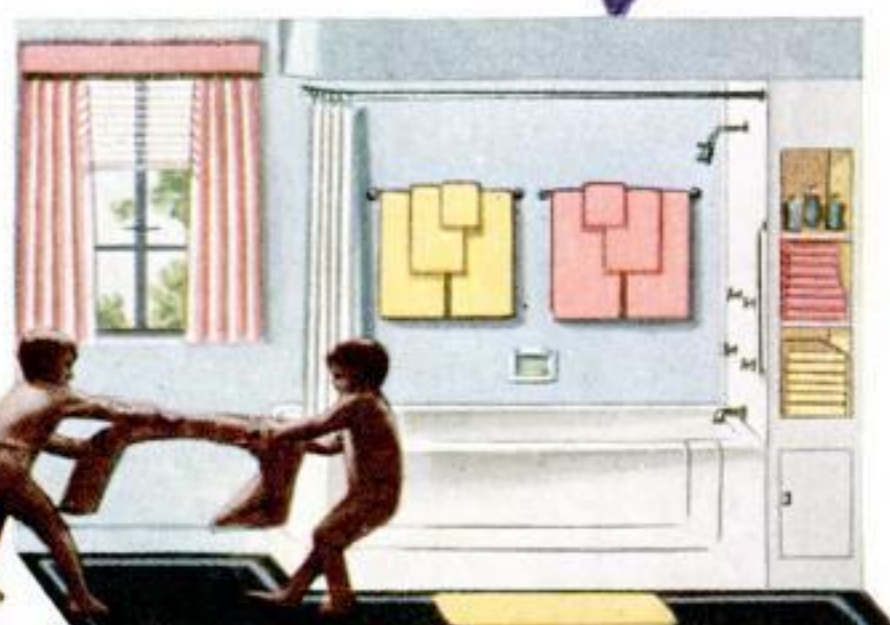
TO BEAUTIFY ALL AMERICA



Strike up the band . . . for the inspired corps of new Cannon towels, on parade *now* at your nearest store! Star textures to emblem stripes, they're truly all-American — meant for *all* America. Yes, thanks to Cannon, *everybody* can now have a bathroom brimful of beauty. And that Cannon label is *your* assurance of thirsty absorbency, of soft loops and firm weaves that laugh at years of laundering. Small wonder more than 7 out of 10 of America's home-makers look for the Cannon label *whenever* they buy towels. Priced from 29c to \$2. Cannon Mills, Inc., New York City.



CLEVER AMERICA'S MATCH-MAKER Imagine shopping with \$2.95 . . . and bringing home a whole new bathroom! Sounds incredible, till you see what can be done on a modest budget with a sparkling Cannon *matched set* of bath towel, face towel, wash cloth, and bath mat! Try it—and see.



YOUNG AMERICA'S PLAYMATE Towels are fun for tug-of-war . . . but a struggle to keep from going to tatters in the fingers of robust children. That's where Cannon super-strength comes in! Sissy-soft to touch, yet firmly woven to be tugged at, trampled on, tossed around . . . and take it.



All America's Emblem . . . the Cannon Label: for Beauty, Quality, Value

Cannon  **Towels**

CANNON SHEETS CANNON HOSIERY

PERSPIRATION IS ACID

It Can **RUIN** Your Precious Stockings!

... Washing Experts Warn

READ HOW NEW IVORY SNOW CARE FIGHTS THIS DANGER...GIVES YOU UP TO 20% MORE WEAR

• Do your stockings "go" all too quickly? Science now gives a frequently neglected reason for this.

The cause of so many stocking troubles has simply been normal *perspiration*. This perspiration is distinctly *acid*. Ruining...rotting...wrecking those precious stockings of yours.

Stocking-perspiration should be removed as many experts advise—daily, with Ivory Snow.

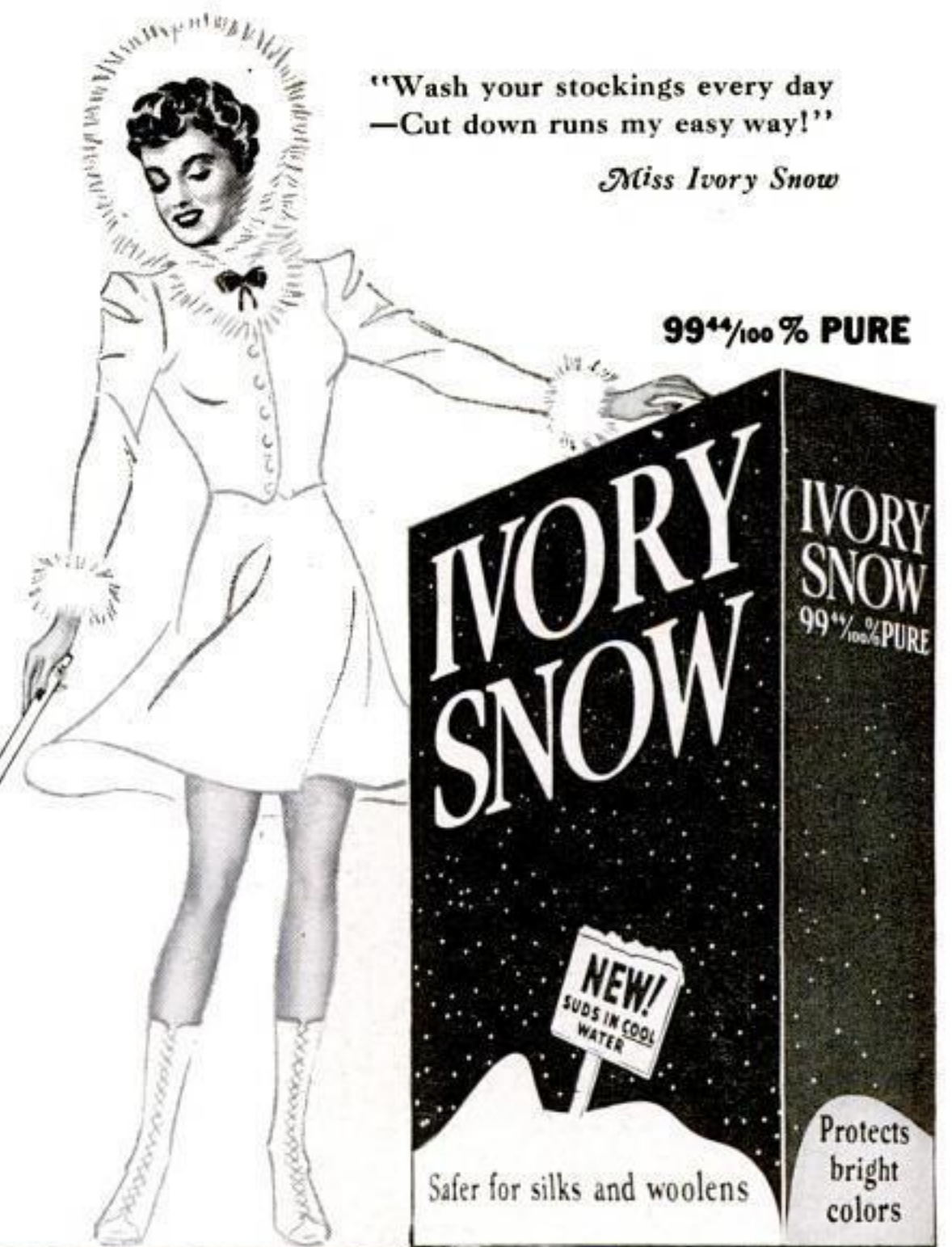
What It Is—How It Works

Ivory Snow is a thrilling new development among fine soaps. It's Ivory-pure...made in dainty "snowdrop" form. Gives rich suds in 3 seconds, even in cool water.

With Ivory Snow it's so quick, so easy to swish dangerous *acid perspiration* and all soil out of filmy stockings! Carelessness about washing is expensive. Tests show that with this daily Ivory Snow care stockings last up to $\frac{1}{2}$ longer. It's like getting an extra pair *free* every 2 months—an advantage that's more important today than ever before. Undies, too, stay fresh and new-looking far longer.

Join the thousands who have changed to Ivory Snow!

THE DANGER OF ACID PERSPIRATION. Every day, in all seasons, the more than 2,000,000 sweat glands of the human body give off at least a pint of perspiration. Usually you do not see it or feel it. But it is there. And perspiration is normally *acid*...quickly starts to weaken fibres of stockings and undies.



"Wash your stockings every day—Cut down runs my easy way!"

Miss Ivory Snow



ONLY IVORY SNOW COMBINES BOTH THESE ADVANTAGES

- 1 Pure soap in quick-dissolving tiny "snowdrop" form...
- 2 Bursts into pure, rich suds in 3 seconds...even in *cool* water.

That is why Ivory Snow acts so quickly, so surely, so safely against dangerous acid perspiration...to help stockings last far longer.

TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

WANT LOVELIER HANDS IN 12 DAYS?

...IF YOUR HANDS ARE RED, ROUGH FROM USING ONE OF THE 5 LEADING PACKAGED SOAPS—CHANGE NOW TO **IVORY SNOW** FOR ALL YOUR DISHES! NOT EVEN THE STRONGEST LAUNDRY SOAP CAN GET YOUR DISHES **CLEANER**...OR DO IT **QUICKER!**



RICH, SAFE SUDS IN 3 SECONDS...EVEN IN COOL WATER!

This One

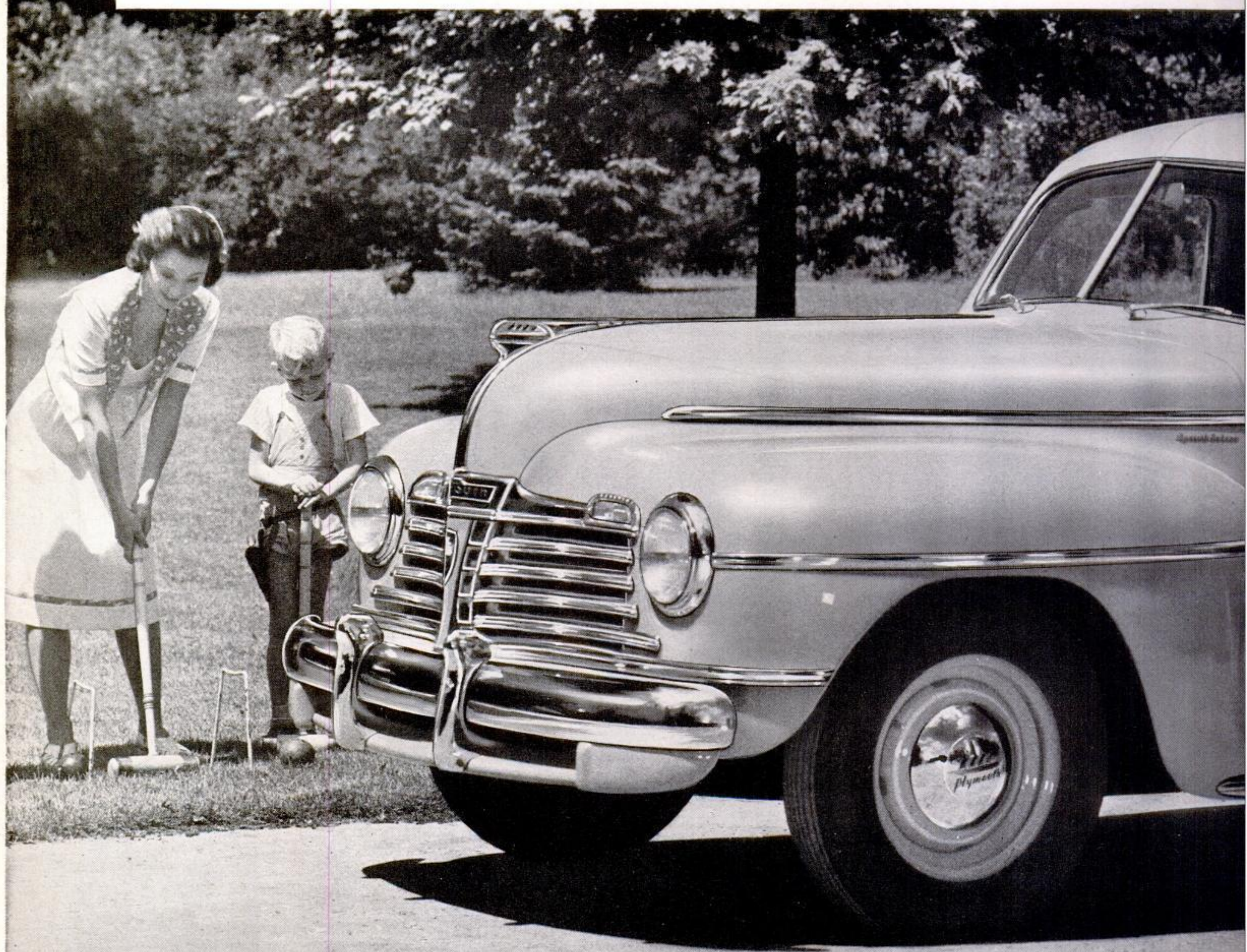


KEB2-QBK-1KJG

SEE CHRYSLER CORPORATION'S NO. 1 CAR

Plymouth's Finest

In Size, Style, Power and
Economy, Plymouth's Your Wise Investment



Buy Wisely—BUY PLYM

Styled to Stay Beautiful...Engineered to Stay New...Plymouth brings you a Big 95-H.P. Engine with new Driving Economy!

HERE'S THE CAR that sets new records in style, performance and value-giving among low-priced cars—*Plymouth's Finest!* With its big increase in power and its great new economy, it's the Wise Buy among low-priced cars.

Low-slung body design gives Plymouth that sleek, long, road-hugging look that everyone admires. Advanced design gives it a delightfully gentle ride, greater safety and stability.

This big Plymouth delivers 95 eager horsepower—smooth, *quiet* power at all driving speeds—and you enjoy important new economy. The

engine purrs along with fewer revolutions per mile, giving you a big "thrift bonus" in extra gasoline mileage, oil savings and long car life.

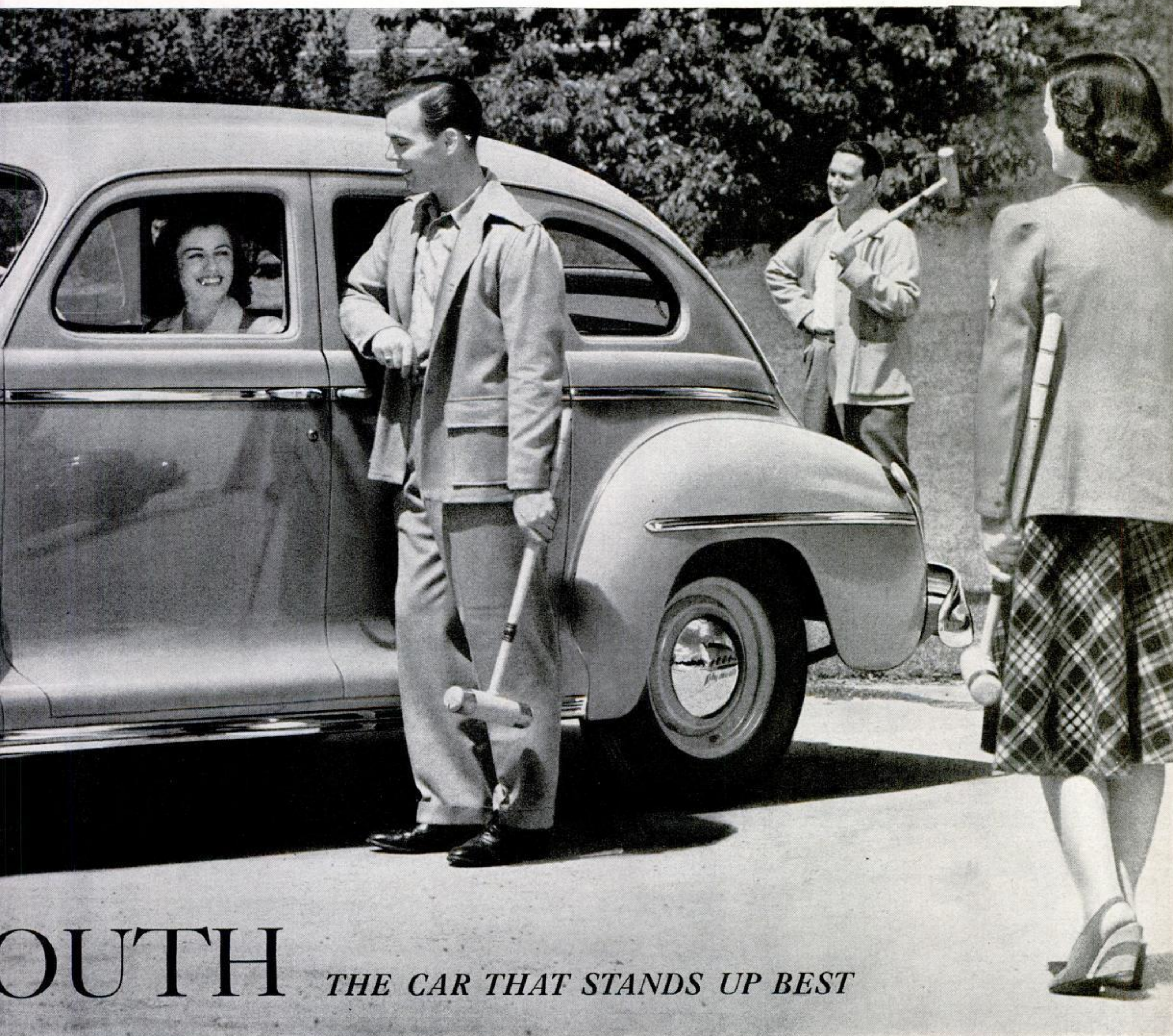
You get such important money-saving benefits as an Oil Bath Air Cleaner, Oil Filter, Coil Springs, Superfinished engine parts...features that have made Plymouth famous as the best-engineered low-priced car. See and drive Plymouth's Finest—at your nearby dealer's. All prices and specifications subject to change without notice. Plymouth Division of Chrysler Corporation.

TUNE IN MAJOR BOWES, THURSDAY NIGHTS, C. B. S.

**PRODUCTS OF
CHRYSLER CORPORATION**



ARMY TANKS • ANTI-AIRCRAFT GUNS
AIRCRAFT PARTS • ARMY VEHICLES
PASSENGER CARS • TRUCKS • MARINE
AND INDUSTRIAL ENGINES • DIESEL
ENGINES • OILITE BEARINGS • AIRTEMP
HEATING AND AIR CONDITIONING.

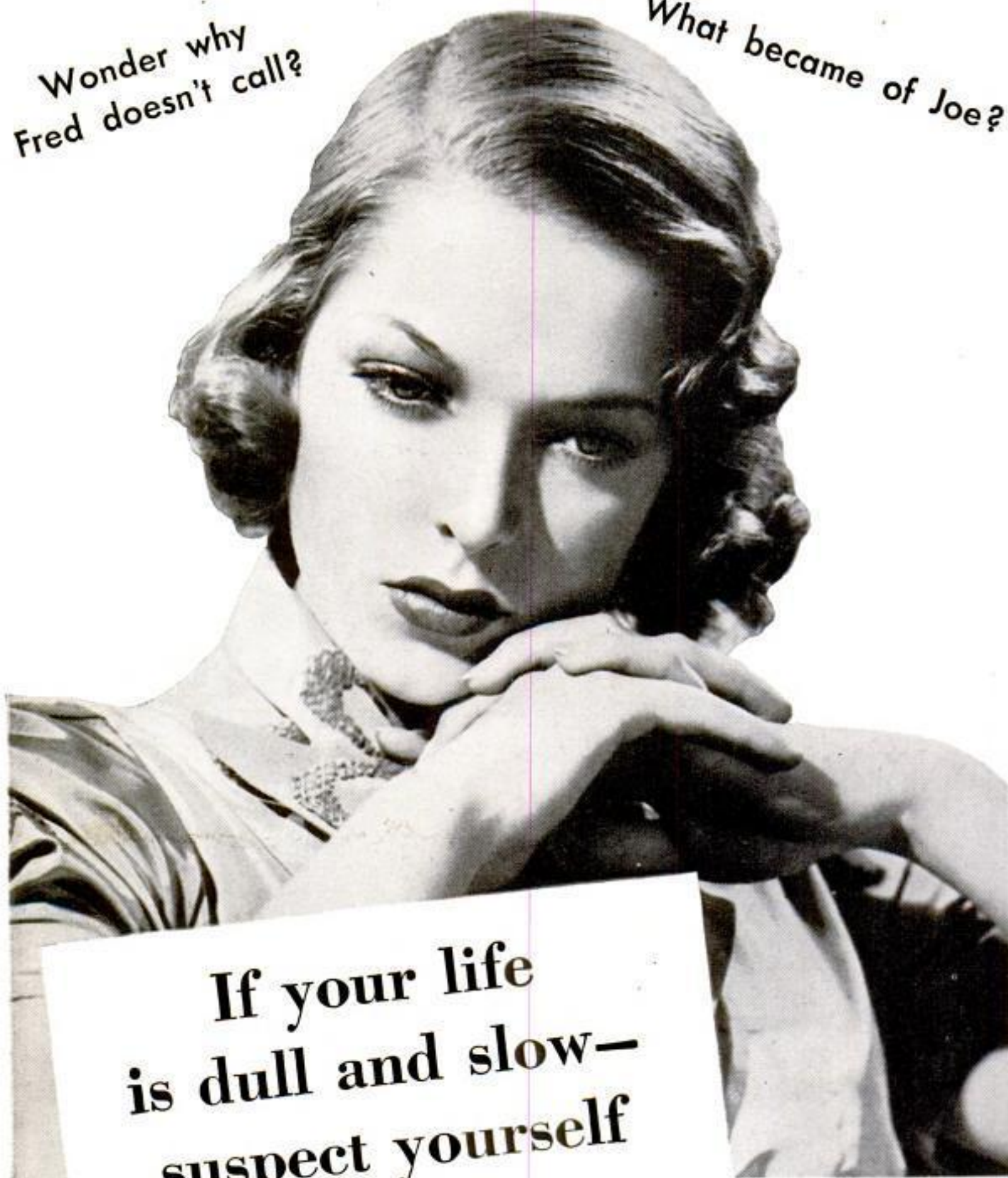


OUTH THE CAR THAT STANDS UP BEST

Nothing to do again tonight!

Wonder why
Fred doesn't call?

What became of Joe?



If your life
is dull and slow—
suspect yourself

of double O

If your "dates" are scarce . . . if you don't get invited out as often as you used to . . . better suspect the presence of "Double O." You may have offensive breath and offensive-looking teeth, and they are two hurdles that few women can surmount.

But why risk this double offense which is so often avoidable? Why not take the delightful double precaution against "Double O"?

To sweeten your breath—Listerine Antiseptic, of course; it quickly halts food fermentation in the mouth, a frequent cause of halitosis. Thousands of popular people insist on it daily.

And to help bring out the natural highlights and brilliance of your teeth, to

make your smile more alluring . . . the new Listerine Tooth Paste. This amazing dentifrice is changed in formula, changed in action . . . especially created to help bring out the natural flash and brilliance of enamel.

For 8 years our skilled experts worked to combine in exact proportions the delightfully safe cleansing and polishing agents that now make this lustre-giving dentifrice so outstanding.

If you want to make a hit with others, put your best smile and your best breath forward. The new Listerine Tooth Paste for your teeth and famous Listerine Antiseptic for your breath. It's the wonderful double precaution against "Double O" that can rob you of your charm.

the double precaution
against double

Offensive Breath
Offensive looking Teeth

LISTERINE TOOTH PASTE

and LISTERINE ANTISEPTIC

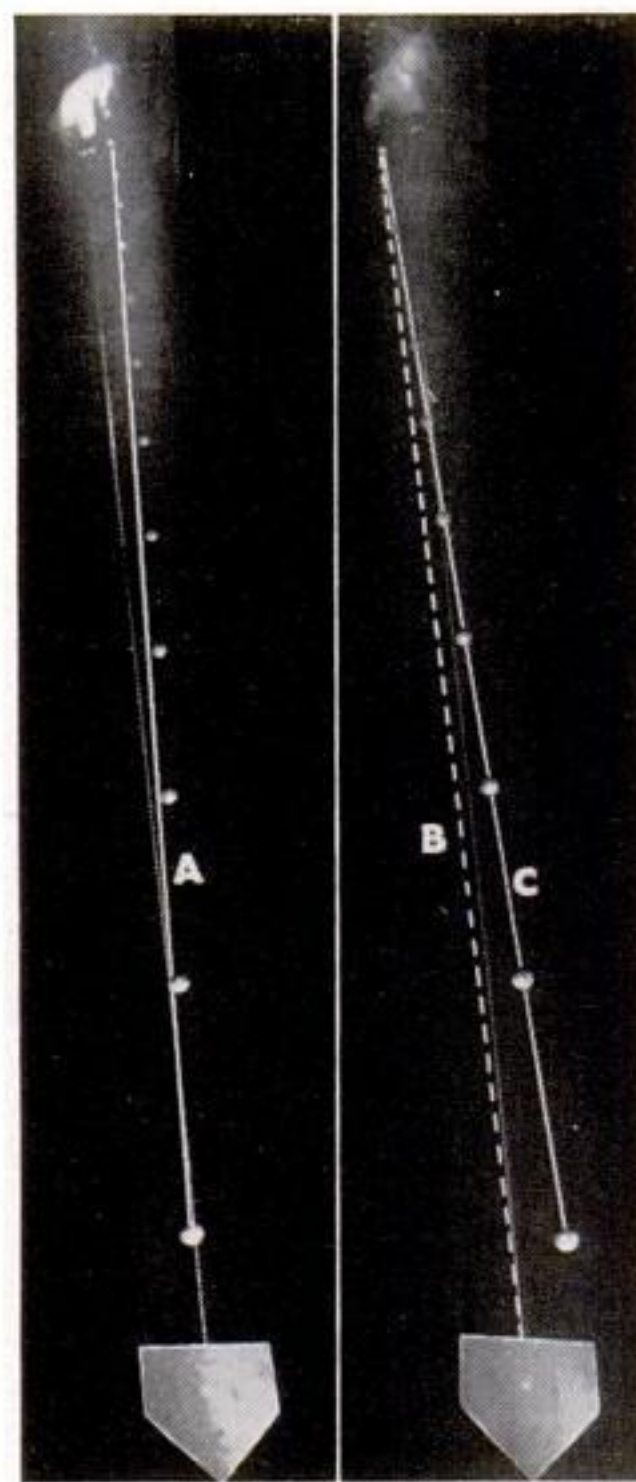
LETTERS TO THE EDITORS

Baseball "Curves"

Sirs:

More astonishing even than Gjon Mili's photographs of baseball pitches in your Sept. 15 issue was the conclusion reached by LIFE: "Possibly there is an infinitely small side movement of the ball in flight. If so, these repetitive-flash pictures, taken at 1/30-of-a-second intervals, fail to show it."

With only a slightly elevated eyebrow at the use of "infinitely" instead of "infinitesimally," we protest that the



'SCREW BALL SIDE-ARM

photographs show quite finite sidewise deviations of the ball in flight.

In evidence first, are the pictures taken of the full flight of the ball from pitcher to plate. Laying a straight edge between centers of the nearest and furthest visible balls, and measuring the maximum sidewise deviation (based on the diameter of the ball), we find a deviation of 3 in. in 34 ft.

The side-arm "curve" shows no deviation in full-flight photograph, although indicating approximately $\frac{3}{4}$ in. in-curve in 24 ft. in batter's view photograph.

EDGAR MARBURG

Pittsburgh, Pa.

● Reader Marburg correctly laid his ruler down the centers of the balls (line C at right). Laid down on the edges of the balls (line B at right), the ruler introduces the error of perspective, which makes image at distance smaller than image in foreground.

Photographer Gjon Mili regrets he confused the issue by cocking his camera off center at the flight of Blanton's screw ball. It caught part of the vertical arc of the ball in a perspective that gave it an apparent curve (see picture at left). Correctly pointed perpendicularly to the "side-arm curve," the camera found no curve as Reader Marburg testifies (see picture at right).—ED.

Sirs:

I was very disgusted with your article on curves in baseball. You said that they were optical illusions. If they are optical illusions why is it that they appear the same to the batter, the umpire, the catcher, the announcer, the fans and the rest of the players? Optical illusions can be seen the same in only one place; you should know that. Also

Even if you
ARE "One
in a Million"

YOU ARE STILL
OUT OF LUCK!

Only one in four million can own a garment fashioned out of the world's most coveted fabric!

Even having the price won't help . . . if that is all.

The gods must be with you who want Stroock Vicuña!

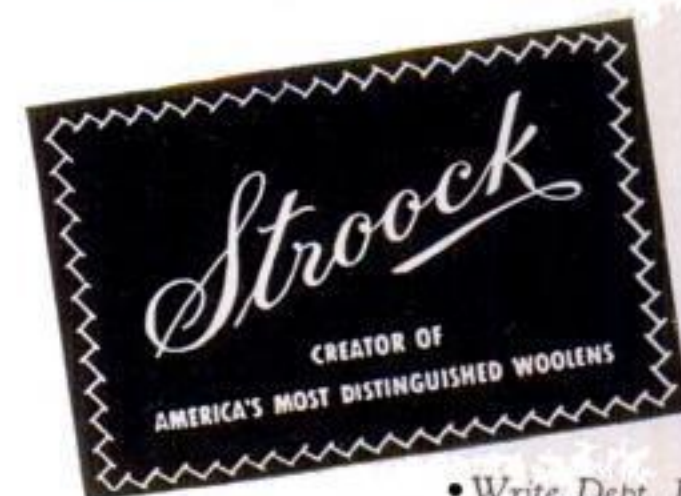
For it takes FORTY VICUÑAS to make a garment—so that the garment is forty times rarer than the shy and elusive Vicuña itself!

The Stroock Mills couldn't survive if they made nothing but Vicuña!

It is a peak in fabric achievement that has no relationship to profitable production.

It is, however, a yardstick—an indication of the incredible lengths to which we go to produce woolsens that are the best of their class, no matter what the cost.

At fine men's and women's stores everywhere, clothes in Stroock Fabrics offer you distinction at all price ranges. The smart, quick way to find this distinction . . . look for the label "STROOCK".



• Write Dept. L for Stroock's "Animal Kingdom," an amusing 28-page book on the world's rare animals whose precious fleeces are used in Stroock Woolsens.

S. STROOCK & CO., Inc.
404 Fifth Avenue, New York
Mills—Newburgh, N. Y.

(continued on p. 6)

When these 4 men say a book is worth reading -you can bet your sweet life it is!

A NEW plan by which these four men offer entertaining and beautiful books to you... delivered to your home for only

\$1

CLIFTON FADIMAN, Sinclair Lewis, Carl Van Doren and Alexander Woolcott are among the country's most famous literary experts. These men know and love good books; they can recognize a good book when they read one. So—when all four of them recommend a book to you, you can be dead sure that book is eminently worth reading—worth owning.

Now, these men often come across a book which they intensely enjoy and admire—yet which has not come to the attention of the general public.

This fact bothers them. They want to do something about it. They want to share their pleasures and discoveries with you. And that is the reason why they have organized The Readers Club. *This club enables them to find you; to tell you about good, enjoyable, easy-to-read books which it is not likely you have ever read before. And they are going to offer you these books for only \$1.*

What kind of books?

WELL, it is a fact, one which you probably know to be true, that the best books sometimes fail to come to your attention when they are first published. *Lost Horizon* for one example was quietly dozing upon its publisher's shelves until Alexander Woolcott spoke about it over the radio. *Of Human Bondage* was little known for years until Carl Van Doren helped to tell you about it.

There are many reasons why "books are born to blush unread". They may lack good advertising or publicity. Or a book may be published at the time of a catastrophic world event and nobody pays any attention to it. Sometimes, a book is published when everybody is completely occupied with a *Gone With The Wind*.

It is therefore a fact that *The Readers Club* will issue some of the best books ever published in this country. The Readers Club promises you a world of new pleasure and new thrills.

Books YOU can enjoy, for \$1

THESE BOOKS are not "precious" books or books with a limited or special appeal—they are, first and foremost,

entertaining. They have been read and re-read by their admirers, they have stood the test of time. Where are most of the best sellers of five, ten years ago? Vanished like the snows of yesteryear. But *these* are books which will endure.

And the most remarkable thing about the whole scheme is the fact that these books cost you only \$1, exactly \$1—delivered to your door. For this price includes even the postage and wrapping charges.

Books that are ornaments for your home

THESE BOOKS are not cheap reprints. They are full-sized books, not pocket editions. Each is designed by one of America's most famous designers of books. Each book is set up in new type, printed from new plates on good paper, and staunchly bound in fine cloth. Because so large a quantity of books are printed (there are *already* more than eighty thousand members!) it is logical that each new edition, at \$1, will prove a better-made book than the original edition at \$2.50 or \$3. Just one look at one book will convince you of this!

Yet you buy only the books you want!

PLEASE remember that The Readers Club has no intention of selling you books which you don't want. You will get a description of each book before it is distributed. If it does not seem the kind of book which will interest you, you may reject the book in advance. Thus you exercise your own free choice. But more than that, even *after* you get the book, you may return it if it does not please you.



Clifton Fadiman

He is not only the famous interlocutor of "Information, Please," he is also Literary Editor of *The New Yorker*. His new anthology, *Reading I've Liked*, is soon to appear.



Sinclair Lewis

America's winner of the Nobel Prize in Literature, the author of such great books as *Main Street*, *Babbitt*, *Elmer Gantry* and *Arrowsmith*, he is now at work on a new novel.



Carl Van Doren

Editor of *The Cambridge History of American Literature*, winner of the Pulitzer Prize for his *Benjamin Franklin*, he has just completed *The Secret History of the American Revolution*.



Alexander Woolcott

The man who, with his "Town Crier" program, gave radio its first literate broadcast; wit, raconteur, critic of good books; he has been touring in "The Man Who Came to Dinner."

How to become a member

IT IS on these very liberal terms that we now ask you to fill in the application below and send it to us immediately. As soon as we receive your application we will send you—of course without charge—

a copy of a beautiful new magazine called *THE READER* (edited by Carl Van Doren) in which you will find many interesting articles and essays and a full description of the current book.

Be one of the first readers of LIFE to be in on this exciting and wonderful new plan!

APPLICATION FOR MEMBERSHIP

THE READER'S CLUB, 41 EAST 57 STREET, NEW YORK:

Please enroll me as a member. It is understood that you will publish for the members one book each month, selected for publication by the Committee consisting of Clifton Fadiman, Sinclair Lewis, Alexander Woolcott, and Carl Van Doren as chairman. It is understood that you will send each book to me for one dollar, which price is to include the costs of wrapping and postage. It is understood that you will send me a copy of *THE READER* each month, in which I will find a description of the forthcoming month's publication; that I may then send you word to refrain from sending the book to me, or may even return the book to you within five days after receiving it if I am not pleased with it. Finally it is understood that my name is to be dropped from the membership lists if I do not accept and pay for six books within one year.

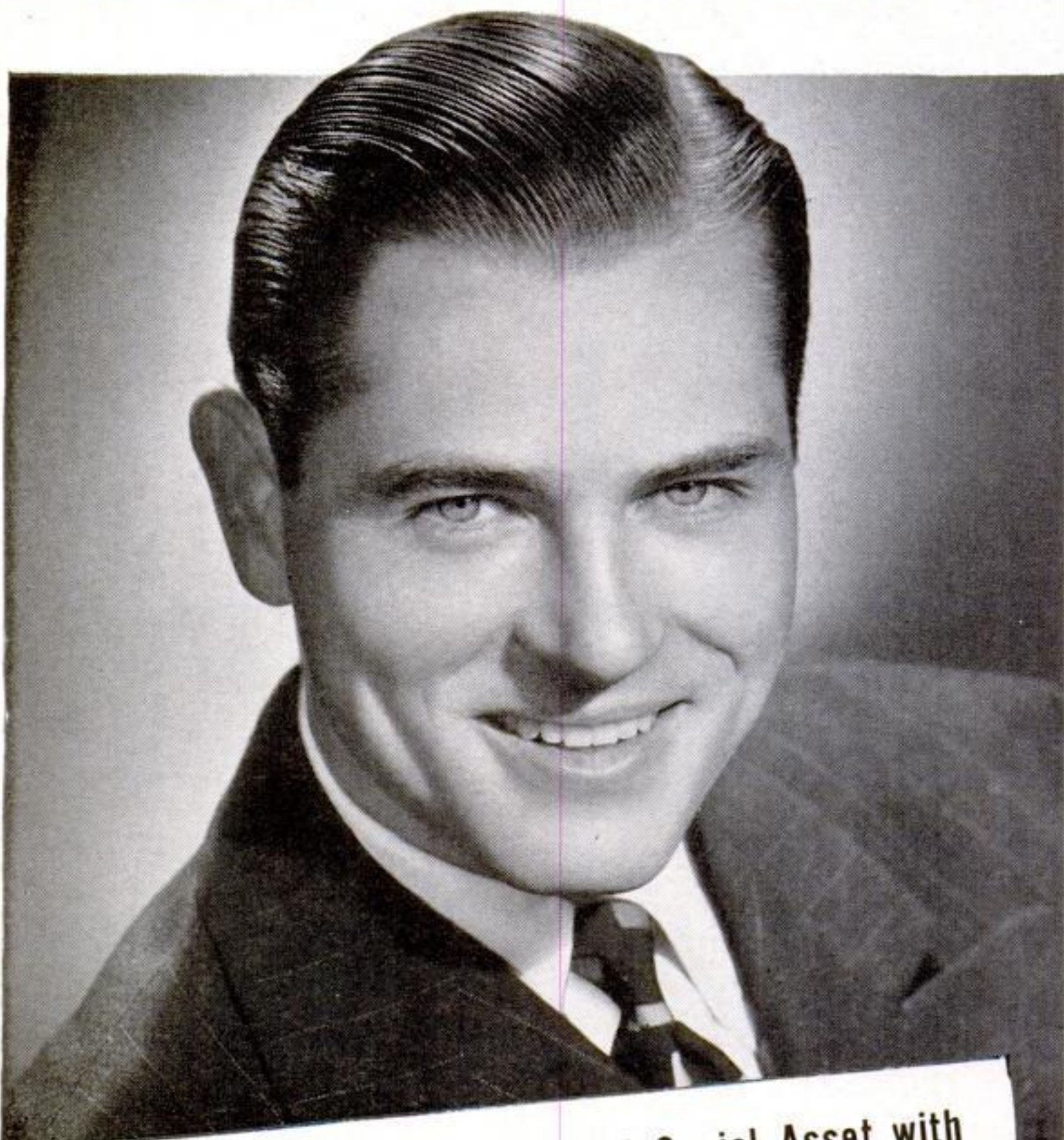
NAME _____

ADDRESS _____

L-1

"Neat-Looking! A Comer!"

AN IMPRESSION GOOD-LOOKING HAIR CREATES!



Keep your Hair a Business and Social Asset with

VITALIS

and the

"60-SECOND WORKOUT!"



50 Seconds to Rub—Just feel that stimulating "tingle" as circulation quickens—the flow of necessary oil is increased. And with the pure vegetable oils of Vitalis supplementing natural oils, your hair takes on a fresh, natural lustre.

10 Seconds to Comb—Your hair stays neatly in place—no "patent-leather" look. And what's more, the Vitalis "60-Second Workout" routs embarrassing loose dandruff—helps prevent excessive falling hair—helps you *keep* your hair.



Well-groomed hair compliments your self-respect—your pride in your appearance. So keep your hair handsome with the Vitalis "60-Second Workout". And executives you meet will think: "This man makes a nice impression. He'll get consideration wherever he goes."

A Product of Bristol-Myers Company

USE VITALIS AND THE "60-SECOND WORKOUT"



A man is proud to be seen with an attractive girl, and she takes pride in a well-groomed escort. So give yourself the advantage of handsome hair! Get Vitalis today. Let Vitalis and the "60-Second Workout" help keep your hair an asset socially and in business!

LETTERS TO THE EDITORS

(continued)

how can a pitcher control the optical illusions to make appearances of in, out or drop? Please explain those two things. If they are optical illusions why is it that some pitchers can throw optical illusions and others can't? You had better explain that too.

No, you can't tell me that there isn't a curve on the ball when you're at bat and the ball looks like it is going to hit you but is on the other side of the plate.

JIM MORTENSEN

Cheyenne, Wyo.

Sirs:

Since I am a catcher, I frankly do not believe that there is even a possibility that curve balls are mere optical illusions, as you suggest. I must admit that Gjon Mili's high-speed pictures seem conclusive, but as a catcher I know that curves are thrown by pitchers of high-school age up. If I have been catching optical illusions instead of curve balls for the last two or three seasons, I'll eat one of Mili's negatives!

CHARLES P. TWICHELL

Pomfret, Conn.

● Optical illusions are seen best by those who want to see them, whether they be pitchers, catchers, umpires or fans in the bleachers.—ED.

Sirs:

In 1877 a pitcher named Wil White, standing on one side of the first of three posts set in a line, threw the ball so that it passed the second on the other side and the third on the side on which the pitcher stood.

It would seem as though this demonstration proves even more conclusively that the curve ball does curve, than do the pictures in LIFE that it does not.

NORMAN DENNIE

Gloversville, N. Y.

● LIFE considers Mili's pictures to be sounder scientific evidence than third-hand reports of an 1877 demonstration.—ED.

Sirs:

In the third game of the American Association play-offs, the Kansas City "curve" ball pitcher, Tommy Reis, held Columbus to two runs in seven innings. In the eighth, LIFE-reading Columbus players discovered that Reis's best pitches were optical illusions. Final score: Columbus-9, Kansas City-2.

EDWARD GILBERT

Kansas City, Mo.

French Humor

Sirs:

In your story on Martinique (LIFE, Sept. 15), you quote Simon Cottrell as saying that if the U.S. attacks Martinique, Martinique will occupy the U.S. by force.

The average Frenchman has a keenly logical and rational brain. It is inconceivable that M. Cottrell has uttered such silliness.

If you people have no sense of humor, you should never, never interview Frenchmen.

W. BROUILLARD

Drummondville, Quebec

● LIFE and M. Cottrell both enjoyed his little joke.—ED.

"Illustrious"

Sirs:

Your story on Captain Lord Louis Mountbatten (LIFE, Sept. 15) suggests that history occasionally does repair old injustices. His father was born Prince Louis of Battenberg but lived in England from his boyhood and was naturalized as a British subject. When World War I broke out, the superpatriots forced Prince Louis to resign his post as First Sea Lord because of his



The "piano perch"—fun at a party, but so often fatal to gossamer stockings! That's why so many clever girls wear Cannons!

Besides being sheer and beautifully styled, Cannon Hosiery is inspected by an air-pressure machine that detects unseen flaws—usual cause of maddening "mystery" runs. Cannon brings you only perfect hosiery—full-fashioned, flawless, triple-inspected.

Cannon Hosiery

P. 5. Now available! Cannon fine hosiery in the Cellophane Handy-Pack at popular prices. Made by the makers of Cannon Towels and Sheets.

TRADE MARK CANNON

A "Game" Tie for Game-Going!



COHAMA

Gamester

THAT FAMOUS WRINKLE-RESISTER

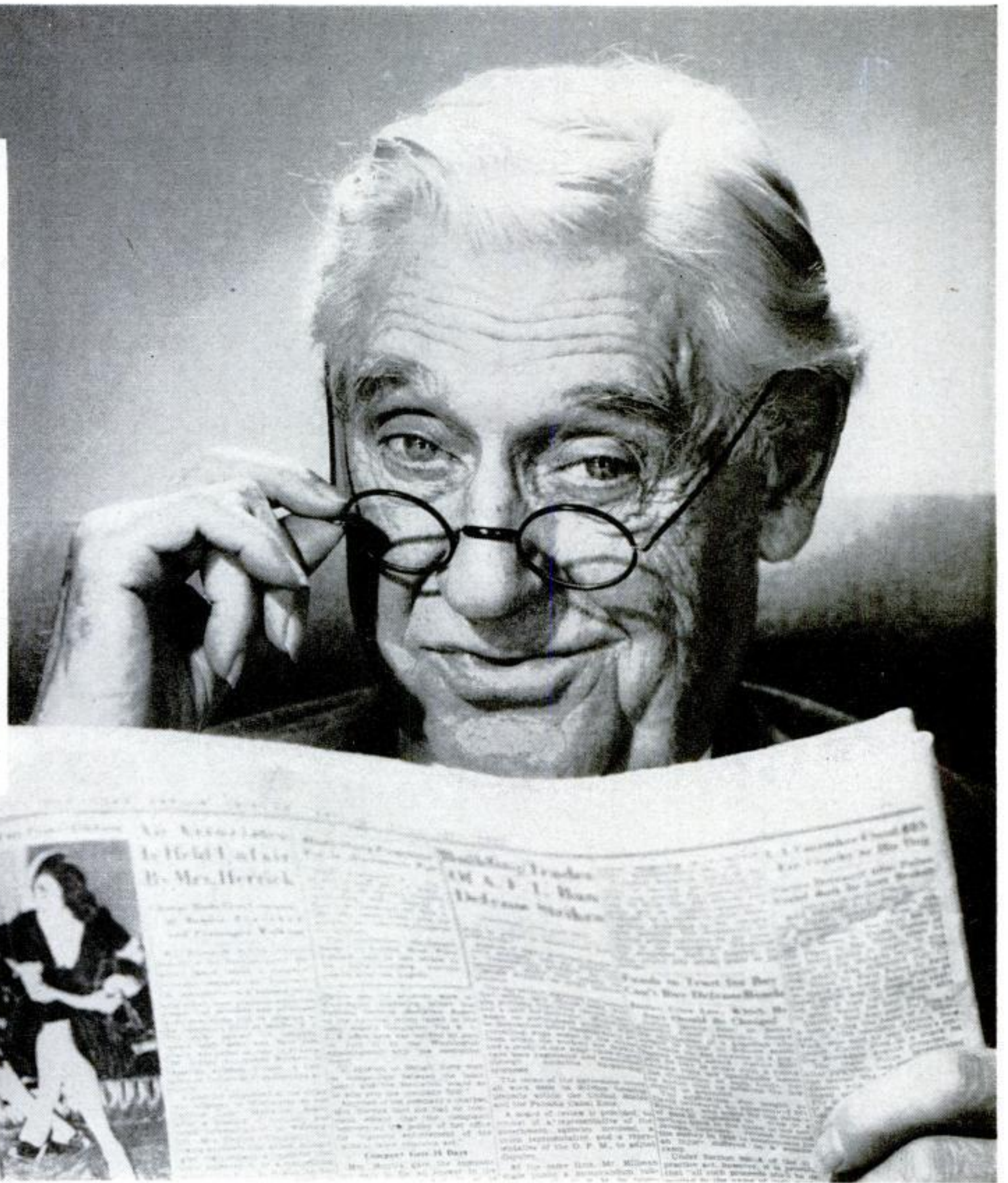
Gamester is practically punishment-proof! A unique blend of silk and wool, it loses wrinkles overnight and looks new again next morning! It's a "game" tie, and in the new plaids, checks and stripes, it goes perfectly with the tweed suit you'll wear to \$1 football games.....

At better stores, or write

COHAMA CRAVATS 1412 Broadway, New York

(continued on p. 8)

Not all
Defense News
makes the
Headlines!



...here's a building idea that's saving Uncle Sam big money!

THREE hundred thousand dollars saved at a clip. That kind of money will train a lot of pilots!

That's how much the government saved recently on one big housing project simply by using a new type of wall system that originated in the Gold Bond laboratories. On another housing job the same system saved space enough for 260 extra rooms. No wonder this exclusive Gold Bond idea is being used on housing projects from New York to California. No wonder it's taking on fast with private owners, architects and builders who know a good thing when they see it!

First with the new things

Money saving ideas, ideas that make it easier to build better walls and ceilings are no novelty to Gold Bond. Its almost uncanny ability to be first with the new things has won Gold Bond the respect and support of ten thousand of the

country's leading lumber and building material dealers from coast to coast.

The first light-weight high-strength gypsum wallboard. The first system that does away with the principal cause of plaster cracking. A clever idea that permits lovely plaster arches to be built right on the job and at low cost. These are just a few examples of what Gold Bond wall and ceiling research has done for better building.

NATURALLY, with this background of research and product improvement, you *build better with Gold Bond*. Specify Gold Bond exclusively next time you build or remodel. You'll get a far better job, for Gold Bond products are engineered to go together. And you'll get the added protection of having just one manufacturer responsible for the final result.

For sound building advice, see your neighborhood Gold Bond dealer today. He's kept up-to-date on the newest ideas in wall and ceiling

construction by one of Gold Bond's three hundred local representatives. He's served with the freshest available materials from the nearest of Gold Bond's twenty-one modern plants. See him today for sound advice. National Gypsum Company, Buffalo, New York.

BUILD BETTER WITH

Gold Bond

Everything - for walls & ceilings

PLASTER...INSULATION...METAL...SOUND CONTROL
WALLBOARD...LATH...LIME...SHEATHING...WALL PAINT



*Teachers
Pupils
Mothers* agree:

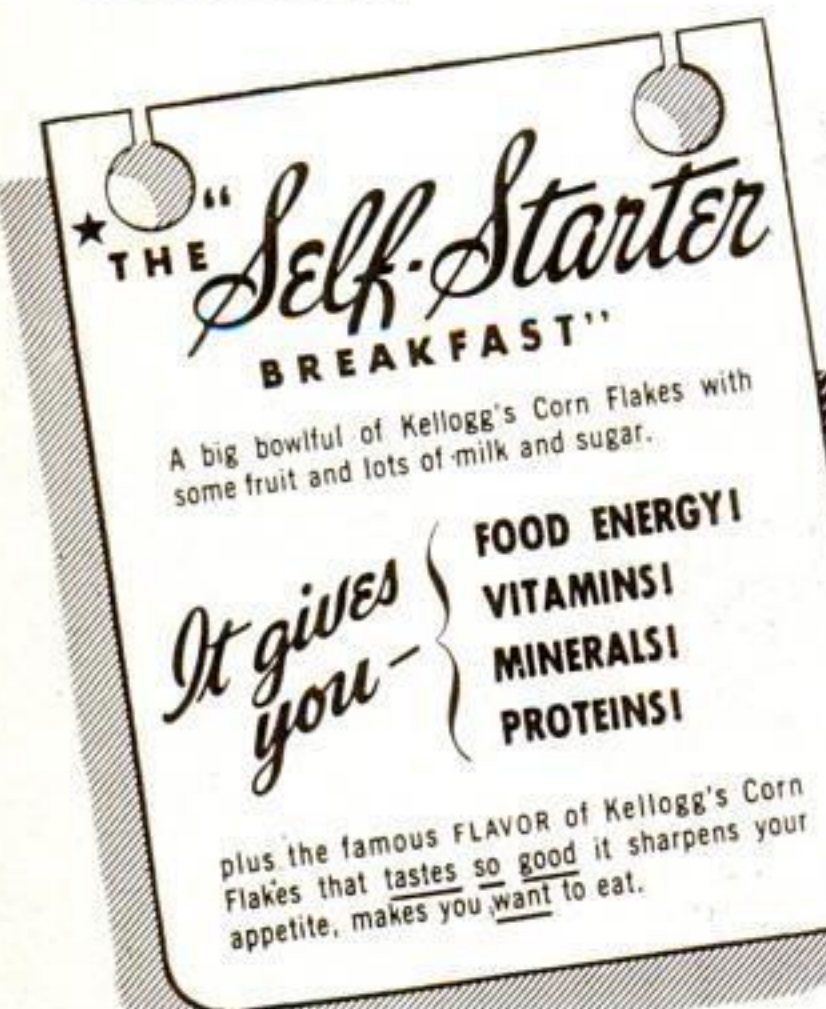
the **SELF-STARTER BREAKFAST**★ is tops for school days....!

School Teacher ➔
KATHERINE SHOBERG
"Kellogg's Corn Flakes with fruit and milk have what it takes to keep me going till noon," says Mrs. Shoberg, "and I've doted on their wonderful flavor since I was a first-grader myself."



➔ Sixth Grade Pupil
JIMMY LOGSDON 10-year-old
Jimmy Logsdon says: "Say, any kid knows the answer to good eatin'! It's a big dish of Kellogg's Corn Flakes with some fruit and plenty of milk. Mom says they call that the Self-Starter Breakfast*... and it sure is with me! Gets me off to school feelin' swell."

Mother ➔
MRS. WALTER CHRISTENSEN
"Getting my husband off to work, a youngster to school and putting the house in order every day means I've just got to keep feeling right. I've found that a breakfast of Kellogg's Corn Flakes, some fruit and lots of milk always starts me off on my toes. As a matter of fact, it's a regular breakfast for all three of us!"



Copyright 1941 by Kellogg Company

LETTERS TO THE EDITORS (continued)

German origin, although there was not the slightest cloud on either his patriotism or his ability. For the son to emerge as Britain's No. 1 naval hero of this war would be a most appropriate vindication of the father's memory.

JOHN B. RAE

Cambridge, Mass.

● Prince Louis' unhappy experience brought the translation of the family name from the German Battenberg to the English Mountbatten.—ED.

Sirs:

Congratulations on a fine article about the *Illustrious*. However, there is one point in question.

You state: "The blast from this bomb blew through hangar entire length of ship, tossing Spitfires about like dry leaves in a bonfire."

The *Illustrious* does not carry Spitfires as part of her fighter force. The fighter nearest comparison with the Spitfire is the Fairey Fulmar which is called the Spitfire of the Navy.

I don't think that Spitfires could operate from a carrier because of their high take-off and landing speed—both are very close to 100 m. p. h.

The only way in which the *Illustrious* might carry Spitfires is as a transport, a very unusual role for that type of ship and therefore quite improbable.

EDWARD G. COPELAND

Toronto, Ontario

● Spitfires could neither take off from nor land on the flight deck of a carrier, except in the hands of an expert daredevil. The *Illustrious* was executing the unusual, and by events costly, mission of transport, hence was defenseless against German dive-bomber attack.—ED.

Fighting Bob

Sirs:

You folks give us a pain writing about "Our Bob" like he's a cream puff so-and-so (LIFE, Sept. 8). Golly Ned, didn't you get one of those snapshots Senator Bob Reynolds sent back on his



PUGILIST-SENATOR REYNOLDS

round-the-world campaign cruise last time?

Somebody's been handing you a line, LIFE, because anybody can see Our Bob's a fighting man!

MARGERY MacGOWAN

Raleigh, N. C.

Doris Blake

Sirs:

Antoinette Donnelly (Doris Blake) probably has more friends among writers and in Chicago and New York advertising groups than any other newspaper editor in the country. Even if the strange comments on her person and clothes made by Oliver Jensen in your Sept. 15 issue had been true, there is no

No other pipe has it!

A pipe cleaner in the stem does the trick! . . . Smoke is never contaminated by rank moisture . . . Stays sweet to the last puff.

You always draw through a clear dry tube from which all moisture is absorbed by pipe cleaner underneath. Smoke never passes through a saturated filter.

\$1 & \$1.50 at dealers
Aged imported briar
Full range of models



Ordinary pipe cleaner absorbs moisture through slot in tube.

Write for Literature
BRIARCRAFT, INC.
347 5th Ave., New York

Briarcraft
Smokemaster
THE PIPE-CLEANER PIPE

WISHING

WON'T BANISH LOOSE
DANDRUFF—BUT JERIS
WILL! MASSAGE DAILY



with this common-
sense hair tonic

JERIS

ANTISEPTIC HAIR TONIC
At All Drug Stores and Barber Shops

Glamour Legs by
Mojud

MOJUD NYLON

● du Pont's nylon is indeed a miracle yarn . . . and, in Mojud hosiery, all its virtues are expertly employed to the best advantage.

● Mojud stockings, whether of nylon or any other fabric, are made with loving care to bring you beauty, glamour, extra wear. Sold by over 6,000 stores from coast to coast.

MOJUD
the dependable
HOSIERY

TRADE MARKS REGISTERED. COPYRIGHT, 1941
MOCK, JUDSON, VOEHRINGER CO. OF N. Y., INC.

HOW TO FIGHT HEADACHES 3 ways at same time!



Break Headache's Vicious Circle this proved, sensible way

● A splitting headache disturbs your nervous system; with jumpy nerves often goes an upset stomach—all tending to aggravate the pain in your head. That's headache's "vicious circle!"

And that's why a mere single-acting pain-reliever may prove so unsatisfactory. It may relieve only the pain in your head and still leave you feeling dull, sickish.

Millions break headache's "vicious circle" with a product that acts 3 ways at the same time—Bromo-Seltzer. Because Bromo-Seltzer not only helps STOP THE PAIN, but also CALM THE NERVES and SETTLE THE STOMACH.

Next time you get a headache, fight it 3 ways at the same time. Take 60 seconds out for a Bromo-Seltzer.* See if it doesn't leave you feeling refreshed; more alert both mentally and physically. Get Bromo-Seltzer today!

*Just use as directed on the label. For persistent or recurring headaches, see your doctor.

BROMO-SELTZER

LETTERS TO THE EDITORS (continued)

excuse for saying them. She is neither frowsy nor frumpy. Her clothes come from Saks Fifth Avenue, Germaine Monteil and other first-ranking shops and designers; John Frederics has been known to make her hats and so has Nicole de Paris as well as Daché and the other leading milliners of the country.

If she chooses to look like herself instead of spending hours daily in turning herself into an imitation fashion plate, the more credit goes to her.

Your writer strains the facts to make the point of a charm-and-beauty department being edited by someone lacking both. Antoinette Donnelly goes out of her way to be kind to people, to help lame dogs (men and women) over any stile and to help down-and-outers in general.

FLORENCE BROBECK

New York, N. Y.

Serene City Room

Sirs:

Too bad Oliver Jensen marred an interesting piece on Doris Blake by a grossly inaccurate statement: "... safely away from a hectic city room which swarms every day with an odd assortment of press agents, tipsters and lugs."

I've worked on only six newspapers in 24 years or so in this diverting business. They were: Lawrence (Mass.) *Sun American*; Ohio *State Journal*, Columbus, Ohio; Columbus *Citizen*, Columbus, Ohio; Pittsburgh *Press*; New York *Mirror*; New York *Daily News*.

Of these, the *News* has the quietest, most serene city room. A big story going through the *News* city room makes about as much noise as a "ray of moonlight falling on a cup custard." Whenever I leave the city room and go to a cathedral, as I frequently do, I am struck by the blatant noisiness of the cathedral.

As to press agents, it would be a terrific shock to see one loose in the city room. They have a mackerel-eyed guy in the hall to greet and block them, and the hall is fully 100 paces, over a tortuous route, from the city editor.

Tipsters? No dopes they, as *Time* would say, and they know well that if they took time to walk, ride, or fly to the *News* with a story, the story would meet them half way here, in printed form, in the fast-moving *News*. Tipsters telephone.

Lugs? Oh, well, maybe I'm a lug myself. *De lugibus, non est disputandum*.

Maybe Kid Jensen meant to put an upper-case "L" on the word "lug." In which event he would be referring, of course, to Lug, the Celtic god of light, regarded as inventor of all the arts.

This joint is plumb full of Lugs with an upper-case "L."

JOHN A. McNULTY

Daily News
New York, N. Y.

Troubled Waters

Sirs:

People who wonder why Japan is indignant at our oil shipments to Vladivostok may be interested in the photograph herewith.

This photograph of Japan's territorial waters was taken by me during the



JAPAN'S TERRITORIAL WATERS

last war from the deck of a transport enroute to Vladivostok. It is of interest today as showing how close to the islands of Japan foreign vessels pass on their way to the Siberian port.

J. S. MACKENZIE-NAUGHTON
Kingston, Ontario

(continued on p. 12)

A SWITCH IN TIME SAVED 3 MILLION FACES



Why not save your face, and time, and temper with this 30% **QUICKER** slicker **NEW Schick**?

Here's one that beats the old story about water wearing away stone—

The average man stands to lose about a pound of face during a lifetime of shaving by ordinary methods.

But 3 million men have found how to save their skins—the Schick way! And they're getting the **quickest**, closest shaves possible.

Convince yourself! Try the wonderful new Schick with its still faster

"Whiskwik" motor that operates on both AC and DC. See for yourself how Schick's sensational 2-M Hollow-Ground Head arches the skin and makes the whiskers stand up to be slicked off right down to the skin line.

Your dealer will sell you the new Schick on trial. Use it for two weeks. If you're not completely satisfied, take it back and he'll refund every penny!

SCHICK INCORPORATED, Stamford, Conn., U.S.A.

Your choice of TWO HANDSOME MODELS—styled by Raymond Loewy

SCHICK COLONEL—executed in rich, ivory plastic with gold-colored trim and hinged Whisk-Its. Complete, in simulated alligator tuck-away case, \$15.00.* (Or, packed in de luxe Dress Kit, \$17.50.)

SCHICK FLYER—executed in burgundy plastic with silver-colored trim and hinged Whisk-Its. Packed in soft pouch, \$12.50.* Standard equipment on Pan American Airways and other leading airlines.

*Slightly higher in Canada

Many Dealers Offer Easy Payment Terms!



**SCHICK
OWNERS!**

Born in October? Drop a birthday hint for a new Schick Shaver!

Get this 2-M Head for your shaver!

We didn't forget you when we developed this marvelous new 2-M Head. We made it so that it can be used on any of the 3 million Schick Shavers now in use!

And it's yours for only \$3.00 (slightly higher in Canada). You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer or to a Schick Shaver Service Office in:

ALBANY
938 Natl. Sav. B'k Bldg.
ATLANTA
603 Rhodes-Haverty Bldg.
BALTIMORE
111 N. Charles St.
BOSTON
630 Boston C. of C. Bldg.
BROOKLYN
1007 Fox Bldg.
BUFFALO
553 Andrews Bldg.
CHICAGO
212 Palmer House
CINCINNATI
814 Schmidt Bldg.
CLEVELAND
301 Swetland Bldg.
COLUMBUS, O.
633 Hunt'gton B'k Bldg.
DALLAS
611 Southland Life Bldg.

DENVER
501 Colorado Bldg.
DES MOINES
413 Fleming Bldg.
DETROIT
906 Industrial B'k Bldg.
HARTFORD, CONN.
1202 American Ind't'l Bldg.
HOUSTON
521 Shell Bldg.
INDIANAPOLIS
703 Merchants B'k Bldg.
KANSAS CITY, MO.
702 Fidelity B'k Bldg.
LOS ANGELES
401 RKO Hillstreet Bldg.
MIAMI
218 Shoreland Arcade
MILWAUKEE
152 W. Wisconsin Ave.
MINNEAPOLIS
624 Andrew Bldg.

NEW ORLEANS
1801 Canal Bldg.
NEW YORK
17 East 42nd St.
NEWARK, N. J.
810 Raymond Com. Bldg.
OKLAHOMA CITY
619 Hightower Bldg.
OMAHA
647 Omaha Natl. B'k Bldg.
PHILADELPHIA
910 Chestnut St.
PITTSBURGH
908 Investment Bldg.
PORTLAND, ME.
210 Bank of Com. Bldg.
PORTLAND, ORE.
1413 American B'k Bldg.
PROVIDENCE
506 Turks Head Bldg.

ROCHESTER, N. Y.
705 Temple Bldg.
ST. LOUIS
575-7 Arcade Bldg.
SAN FRANCISCO
787 Monadnock Bldg.
SEATTLE
701 Republic Bldg.
WASHINGTON, D. C.
521 Bond Bldg.

CANADIAN OFFICES
MONTREAL
1015-16 Sun Life Bldg.
TORONTO
78 Richmond St. West
CALGARY
112A Seventh Ave. West

SCHICK *The New* **SCHICK** *SUPER SLICK* **SHAVES**



BACK ON THE AIR!

THURSDAY, OCTOBER 9

The March of Time

SPONSORED BY **TIME**, THE WEEKLY NEWSMAGAZINE

THE NEWS is the greatest story ever told. And this year more than ever it is stranger, more exciting, more unpredictable than fiction.

And so the Editors of **TIME** are now bringing the March of Time back to the air, to give you a new and still fuller sense of what a tremendous adventure it is to be alive in this never-to-be-forgotten year.

The March of Time will undertake what no other medium could make possible and what no other group of editors could attempt—to take you on-stage for some of the greatest moments of history and let you feel the news as an unforgettable experience in your own life.

You read the story of Dunkirk. You know that it was one of the deathless epics of all time, like Thermopylae or Lexington. But no printed word could make you *feel* you yourself were wading out from the smoking beach towards the yachtsmen of England who had come to rescue you, as vividly, as terribly as could a re-enactment of the scene itself.

You read the story of Hess. You know with your mind that it is one of the greatest mystery dramas ever unfolded. But no written word could make the terror of the fugitive, the wrath of Hitler, or the suspicious exultation of Churchill come alive for you as radio can.

You read the story of the Greer. But words alone could never put you on the bridge, or make you feel the throat-tightening tension of that moment when the German torpedo was streaking straight for you.

It is to scenes and sights like these that the March of Time will take you each Thursday night.

★ ★ ★

In the two years since the German panzers first struck, the world has changed beyond all our imagining, and our own lives have been turned around again and again by the changing news.

In those two years **TIME**'s news-gathering and news-verifying organization has spread across the world to match the world-wide sweep of America's interests and destinies.

TIME now has correspondents in every continent, in Rio and Chicago, Vichy and Hollywood, Manila and San Antonio, at every point on the globe where news that carries weight can happen.

Now these hundreds of brilliant newsmen are collaborating with **TIME**'s editors and an outstanding group of radio producers, directors,

writers, and actors to bring you the greatest dramatic news presentation ever offered

Authentic and revealing, truthful and coherent, the March of Time will not only help you live the history of this year as a great personal experience but will also integrate its most memorable scenes into a comprehensive pageant of a world in which we are all marching together toward a rendezvous with destiny.

Be at your radio on Thursday evenings. Each broadcast will be an experience you will long remember.

8 P.M. E.S.T.

REBROADCAST ON PACIFIC
COAST 8 P.M. P.S.T.

The March of Time will be heard over 110 stations of the NBC Blue Network

WAKR	Akron	WCOL	Columbus	KECA	Los Angeles	KGLU	Safford
KOB	Albuquerque	WOC	Davenport	WINN	Louisville	KUTA	Salt Lake City
WSAN	Allentown	WING	Dayton	KYSM	Mankato	KFSD	San Diego
WHMA	Anniston	KVOD	Denver	WMPS	Memphis	KGO	San Francisco
WAGA	Atlanta	KSO	Des Moines	WEMP	Milwaukee	KTMS	Santa Barbara
WGAC	Augusta	WXYZ	Detroit	WTCN	Minneapolis-St. Paul	KJR	Seattle
KERN	Bakersfield	WFDF	Flint	KEX	Montgomery	KSCJ	Sioux City
WCBM	Baltimore	WOWO	Ft. Wayne	WDSU	New Orleans	KELO	Sioux Falls
WJBO	Baton Rouge	KGKO	Ft. Worth, Dallas	WJZ	New York	WORD	Spartanburg
WELL	Battle Creek	WGNC	Gastonia	KLO	Ogden	KGA	Spokane
WBCM	Bay City	WMRC	Greenville	KTOK	Oklahoma City	WBZA	Springfield
KFDM	Beaumont	WGRM	Greenwood	WFIL	Philadelphia	WIZE	Springfield
*KGHL	Billings	WKBO	Harrisburg	KTAR	Phoenix	KFAM	St. Cloud
WSGN	Birmingham	WNBC	Hartford	KQV	Pittsburgh	KXOK	St. Louis
*KIDO	Boise	*KPFA	Helena	WMFF	Plattsburg	KWG	Stockton
WBZ	Boston	WHKY	Hickory	WEED	Rocky Mount	WSYR	Syracuse
*KRBM	Bozeman	WMFR	High Point-Greensboro	KSEI	Pocatello	WTOL	Toledo
WICC	Bridgeport	KTHS	Hot Springs	KEX	Portland	WTRY	Troy-Albany
WEBR	Buffalo	KXYZ	Houston	WKIP	Poughkeepsie	*KTFI	Twin Falls
*KGIR	Butte	WISH	Indianapolis	WEAN	Providence	KVOA	Tucson
*WAYS	Charlotte	WIBM	Jackson	KGHF	Pueblo	KOME	Tulsa
*WAPO	Chattanooga	WJL	Jackson	KOH	Reno	WMAL	Washington
KFBC	Cheyenne	WJHL	Johnson City	WRNL	Richmond	WWVA	Wheeling
WENR-WLS	Chicago	KCMO	Kansas City	WCBT	Roanoke Rapids	WMFD	Wilmington
WSAI	Cincinnati	WREN	Kansas City	WHAM	Rochester	WINC	Winchester
WHK	Cleveland	WGAL	Lancaster	KROC	Rochester	WORK	York
KFRU	Columbia	WJIM	Lansing	WEED	Rocky Mount	WFMJ	Youngstown
WCOS	Columbia			KFBK	Sacramento	KYUM	Yuma

* May not start until Oct. 16, or later—see your local newspaper for announcement.

"DON'T WANT TO MISS MY BREAKFAST
OF THAT WONDERFUL BRAN!"



Don't let constipation caused by too little bulk spoil your fun! Give yourself a treat — start eating National Biscuit 100% Bran!



"TASTES SO GOOD, YOU
HATE TO SWALLOW!"

Never saw folks so anxious to eat bran before! National Biscuit 100% Bran is different—delicious! Contains important Iron, Phosphorus, Vitamin B₁.



"IT'S SO VERY GENTLE!"

Nothing "harsh" about National Biscuit 100% Bran. An improved process of Double-Milling makes the bran fiber smaller! Less likely to be irritating.



BAKED BY NABISCO • NATIONAL BISCUIT COMPANY

NEW FORM OF BRAN FOR CONSTIPATION CAUSED BY INSUFFICIENT BULK

You don't know how good bran can be until you've tasted *this* bran! Try the recipe on the package for bran muffins. National Biscuit 100% Bran is available in one pound and half-pound packages. If it doesn't please you more than any other entire bran product you've ever eaten, return the package to your dealer and he will refund the purchase price.

If your constipation is not helped in this simple manner, consult a competent physician.



LETTERS TO THE EDITORS

(continued)

Hole-in-the-Ground

Sirs:

What do you mean Mammoth Cave (LIFE, Sept. 15) is "America's No. 1 hole-in-the-ground?" If Mammoth Cave is so rated, what rating would you give the Carlsbad Caverns in New Mexico?

Carlsbad's series of caverns, beginning 750 ft. underground and extending to depths of more than 1,300 ft., far out-



INSIDE CARLSBAD CAVERNS

rank Mammoth on points of depth, immensity, spectacular beauty and, finally, on popularity. Mammoth's "record-breaking" 72,000 visitors which you give for the July-August period of the current year compares poorly with the 89,000 visitors to Carlsbad in a similar period of 1939, according to latest National Park Service figures available to me.

GEORGE I. WHITLATCH

Nashville, Tenn.

● Kentucky's Mammoth Cave comes by its title through seniority.—ED.

Hering Hunt

Sirs:

We have invented a hilarious new way to amuse our friends of an evening. It has the advantages of no preparation and no expense.

It goes like this: Take a picture from LIFE, remove its title or caption and hang on the wall. Place a large pile of old newspapers in the center of the table and invite your guests to find a newspaper headline which, in their opinion, would make a good title for the picture. The headline must be one unit, not a word clipped from one paper and another from another.



We enclose a sample of what we mean (see cut), and maybe you don't think the judges had a hard time deciding on the winners! First prize went to caption: "Peninsula Women Offering Entertainment For Soldiers." Second prize: "British Relief Group Tells Need For Woolens."

We have decided to call the game after ourselves, with pardonable pride, Hering Hunt.

CAPTAIN AND
MRS. P. T. HERING

Los Altos, Calif.



1000 YEARS OF ROYAL BLOOD, and what's it got me? Fleas! And I'm supposed to look regal! But I think my Mistress has caught on—she's gone out to get some SKIP-FLEA POWDER.



THAT'S BETTER! This SKIP-FLEA really kills my fleas—and it's borated to soothe the old bites! We've got SKIP-FLEA SOAP for baths, too. It slaughters fleas just like the POWDER.



FLEAS BRING WORMS as well as itches. Spare your pet—get SOAP and POWDER in the Sergeant's Flea Insurance Kit. At drug and pet stores (and the new free Sergeant's DOG BOOK).





Protected.... even from his father

IN THE modern hospital, no visitor, not even the father of a new baby, is allowed inside the nursery. Generally the baby is seen in the nursery only through a glass window. That is typical of the precautions which hospitals take to protect infants from those enemies of babyhood—germs.

Largely because of these precautions, more than 75,000 American babies will live this year who would have died at less than one year of age had they been born twenty years ago.

In protecting the baby, one difficult problem for most hospitals is the control of visitors. Relatives and friends do not always realize that restrictions are essential to protect both mother and baby against germs that may be brought in.

In the modern hospital, visitors are permitted only during certain hours, and then are asked to stay away from the mother's bed. The doctor himself seldom enters the nursery; he examines the

baby in an adjacent room. And for baby's further protection, the doctor wears a cap, mask, gown and sterile gloves.

All the baby's clothes and bedclothing are sterilized. When he is brought to the mother for nursing, he is wrapped in a sterile blanket, and a sterile feeding-sheet is spread over the mother's bedclothing.

In addition, the baby's skin is protected against germs by a complete oiling at least once a day, from top to toe, with *antiseptic* oil.

When the baby leaves the hospital, he should receive similar protection. Everything near the baby should be kept as sterile as possible, protected against germs. And, above all, the baby should be examined by the doctor *regularly*.

The baby oil used in most hospitals is Mennen Antiseptic Oil. That's because it is *antiseptic*—helps keep the skin safer from germs. These hospitals and

thousands of doctors urge you, Mother, to continue to give your baby a complete oiling with Mennen Antiseptic Oil daily, until he's at least a year old, and to use the oil at every diaper change, too, to help prevent diaper rash and excoriation of buttocks.

And when you use a baby *powder*, remember that it, too, should be antiseptic. Three out of four doctors expressed that opinion in a nation-wide survey. So, choose Mennen Antiseptic Powder. Made by an improved, exclusive process—hammerizing—it is literally as smooth as air. Its new, delicate scent makes babies "lovelier than ever." But, most important, Mennen Powder is *antiseptic*.



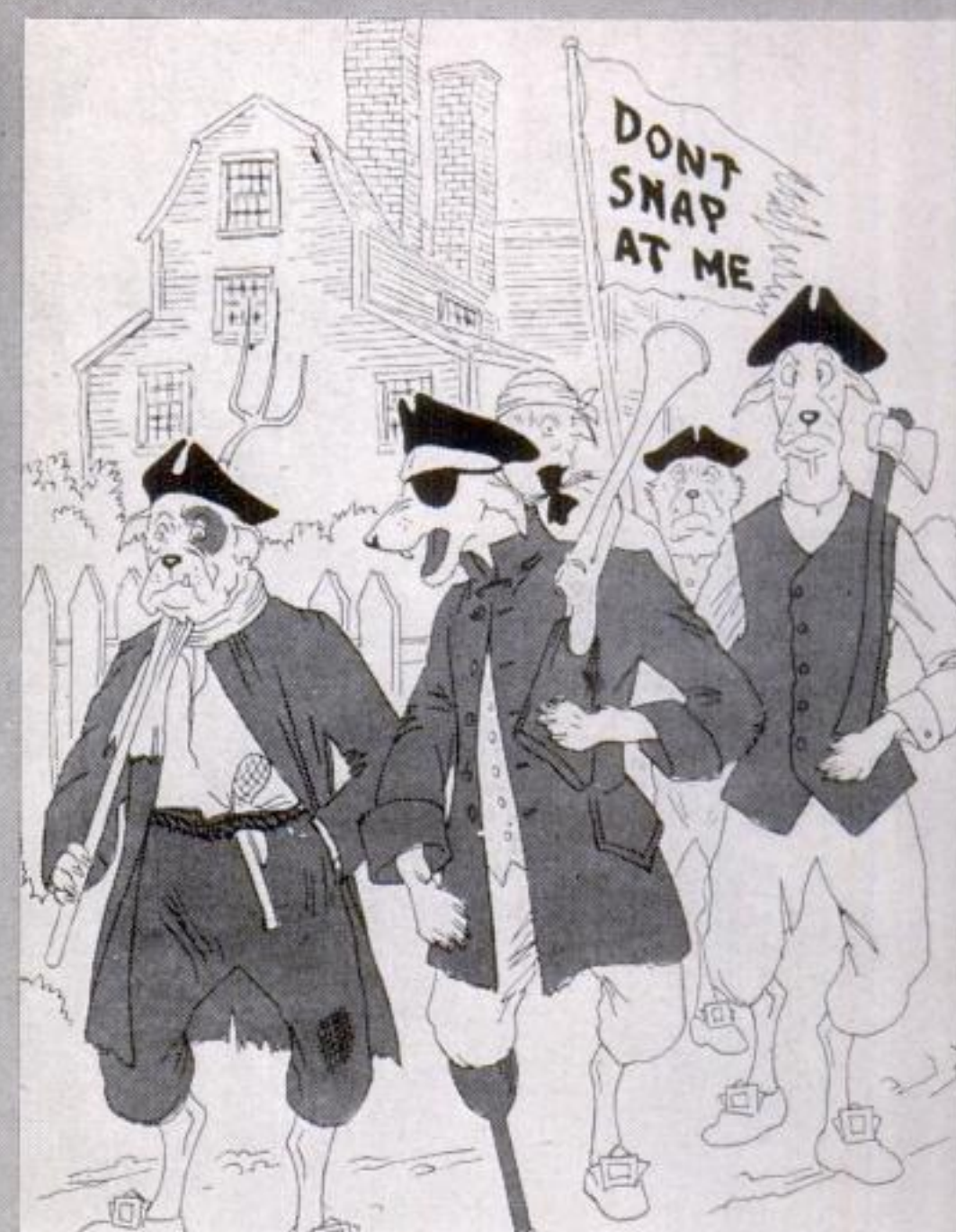
Pharmaceutical Division
THE MENNEN COMPANY
Newark, N. J.—Toronto, Ont.



1 Ancestor Thaddeus Airedale (right) arrived in Caninia from Angleterria in 11630 to escape persecution and oppression.



2 Boston Muzzle Party in 11773 was led by Alexander Airedale. Boston Terriers dressed as wolves threw muzzles into harbor.



3 Warning "Don't Snap At Me," Airedales lead Caninian Revolution against Angleterriers. Bulldogs also revolted.

SPEAKING OF PICTURES . . .

.. THIS IS OLIVER AIREDALE'S ORDEAL

Sometime between the 20th and 116th Centuries mankind, worn out by interminable wars, became extinct. The world then went to the dogs. The dogs were not man's next of kin, but they had been Man's Best Friends and no closer relatives contested the will.

The dogs, however, soon faced a series of problems as perplexing as those which had been the undoing of their former masters. By 11941 the situation was so out of hand that the Pincher Divisions of an up-start Hund, named Der Pootsch, had overrun large parts of Dogdom. To Airedales in Caninia, a pleasant country in the Western Hemisphere where canocracy was practiced, it seemed as though the world was going to the apes.

Oliver Airedale's generation eventually stopped

the world from going to the apes. What they had to go through to achieve it is described in drawings and words by Donald T. Carlisle who created the famous *Belvedere Hounds* series and who happened to be present to chronicle this little-known era of future history. Entitled *The Ordeal of Oliver Airedale*, Carlisle's book is being published by Scribner's this week. As "a satire with teeth in it," it should make excellent \$2 chewing.

Part of Oliver's ordeal is reproduced on these pages. He was born of a long line of Airedales who since colonial days had successfully practiced and preached that "what is worth keeping is worth the fight." In his hour of crisis Oliver found this frontier spirit was the sturdiest tree to lean up against.



7 He captured six machine-gun nests of Hunds while commanding a detachment of tall Salukis near Bouvier des Flandres.



11 "This isn't our Dogfight," said a number of Caninians when Der Pootsch invaded Spitzland. But Oliver wasn't so sure.



12 Caninia's will was atrophied by many other breeds who had emigrated to Caninia just to escape such foreign dogfights.



13 "We will be holding the bag," whined other Caninians. "Angleterria will get the gravy." Caninian at right is PBK.

© ALL DRAWINGS COPYRIGHT 1941 CHARLES SCRIBNER'S SONS



4 In Civil War Brigadier General Abner Airedale (standing) counterattacked southern Coon Hounds at Poodleburg.



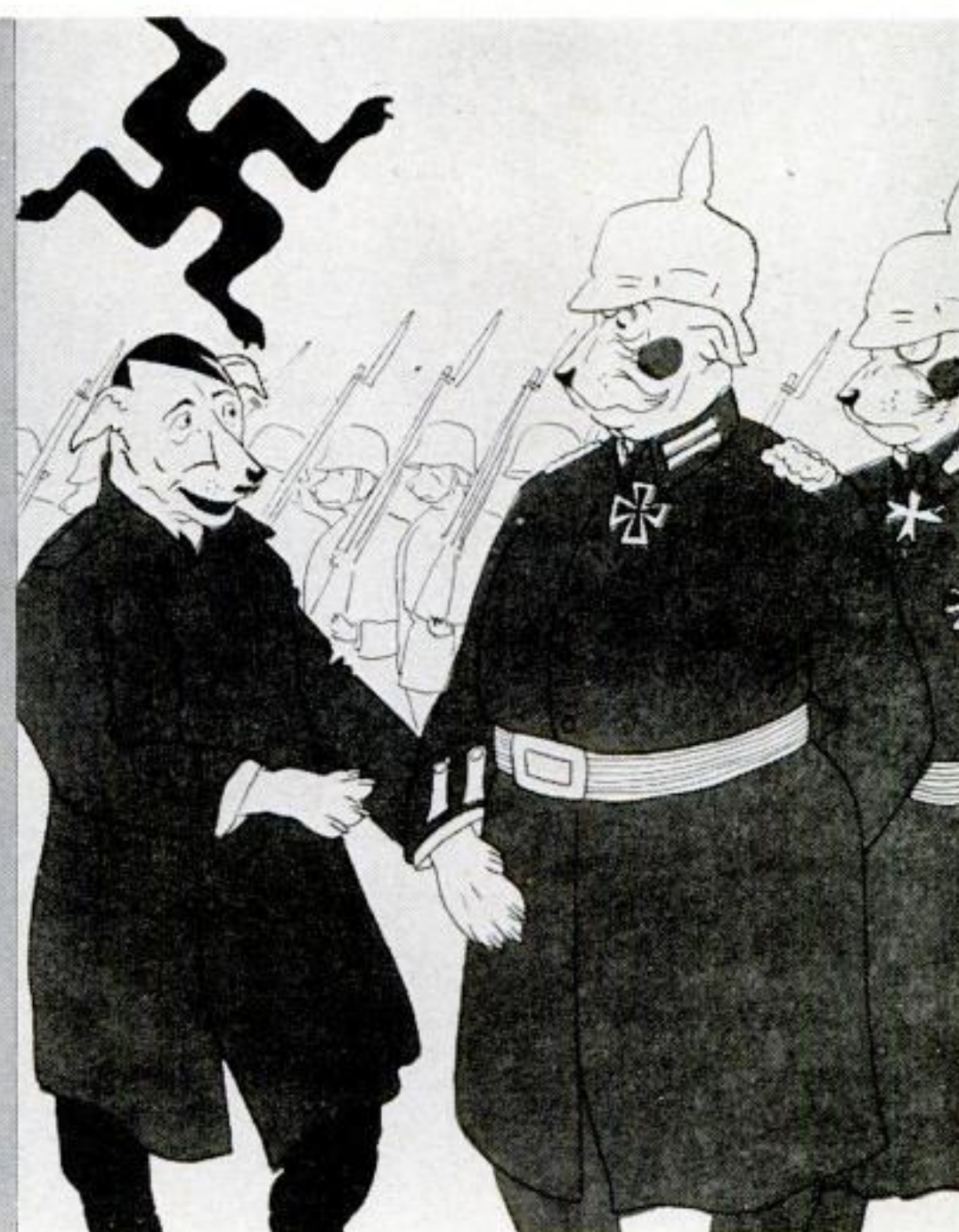
5 Old family photo shows Oliver Airedale as one of seven pups whelped in 11892. Oliver was born in a "neo-Spaniel mansion."



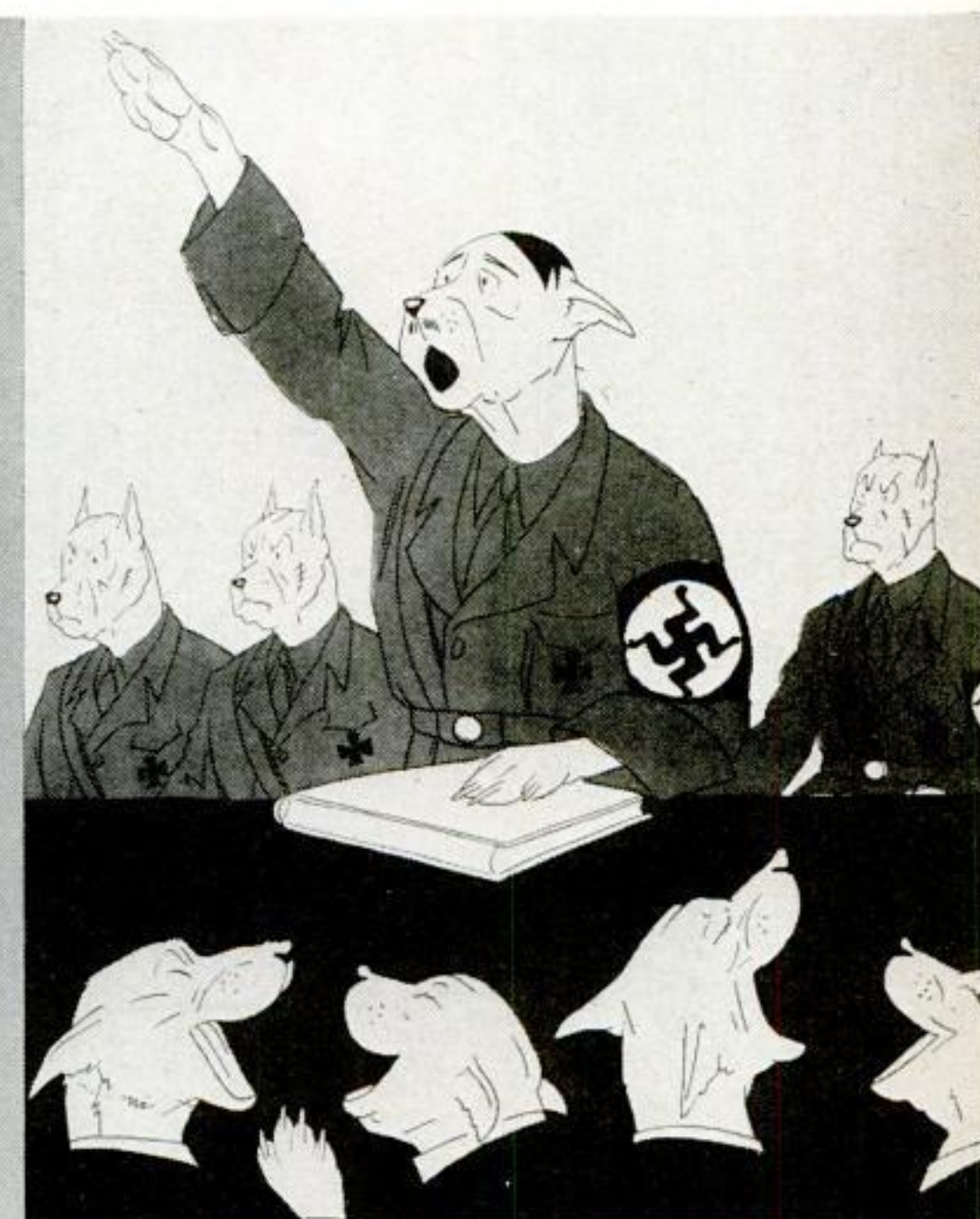
6 He captained football at Pointer Academy, graduated from Bedlington and fought to "Make World Safe for Canocracy."



8 In the era of Calvin Collie, he practiced law with the prosperous law firm of Airedale, Airedale, Cairn, Whippet & Pug.



9 But in defeated Hundia a revolutionary upstart named Der Pootsch "agitated for bigger doghouse for the Hundian pack."



10 In "My Dogfight" Der Pootsch preached war. Prosperous Caninians thought that his bark was worse than his bite.



14 A famous Skye Terrier dolefully warned: "There's no use trying to beat Der Pootsch." He had Hundian decoration.



15 Oliver's own whelps exclaimed over tall drinks and victrola records: "This is just another old imperialistic dogfight."



16 Caninia's disunity, apathy, smugness and ostrich fears, Oliver realized, were precisely what Der Pootsch wanted.



One ferret or 20,000,000 human lives

IN 1918 influenza stretched out its feverish hand over the world. There wasn't much to do about it. Twenty million people died.

Influenza likely is due to strike again, for it seems to run in mysterious 25-year cycles. Next time, though, fatalities may not be high . . . and humanity can thank a small animal for deliverance.

For twenty years, scientists had been searching for a serum to fight influenza. They were held back by the fact that the commonly used laboratory animals wouldn't catch influenza. Then, one day, a ferret came down with it. Now the way is open to develop an effective weapon against influenza.

For such achievements, costly equipment and a steady flow of funds are required. Both are always in jeopardy to fire, windstorm and explosion. By destroying the laboratories or the productive property of the contributors, common hazards could permanently halt useful research . . . but for insurance. Because insurance makes good such losses, researchers get new equipment and sponsors go on contributing. Thus, by protecting the continuation

of scientific work, insurance serves human progress.

Almost every great forward step is somehow aided by the security provided by dependable insurance. It nails down past gains while new gains are being achieved. It has protected the investments in struggling young industries of this country since President Washington's first term, when Insurance Company of North America introduced to this continent insurance guaranteed by capital furnished by stockholders.

Always a pioneer in developing new forms of sound protection to meet the new conditions and new hazards that come with progress, this oldest American fire and marine insurance company and its affiliates are organized

to provide every insurance need except life. In your community there is a North America Agent, or Broker, who, with the facilities of a nearby Company Service Office, is better equipped to serve your every need.

North America Agents are listed in Classified Telephone Directories under the name and "Eagle" emblem of Insurance Company of North America, Philadelphia. Capital: \$12,000,000. Losses Paid: Over \$457,000,000 . . . Founded 1792.

* * *



Other Companies of the North America Group: Indemnity Ins. Co. of North America, Alliance Ins. Co. of Phila., Philadelphia Fire & Marine Ins. Co., National Security Insurance Co., Central Insurance Co. of Baltimore.

SPEAKING OF PICTURES

(continued)



17 President of Caninia frightened Der Pootsch when he growled in a kennel-side chat: "What Caninia needs is a little old-fashioned pack play. I would rather die on my paws than live on my hocks!"



18 "Tie the can to Der Pootsch" became new rallying cry as Caninia picked up his scent. And it was a good thing that they did, otherwise the world at that time might "have gone to the apes."

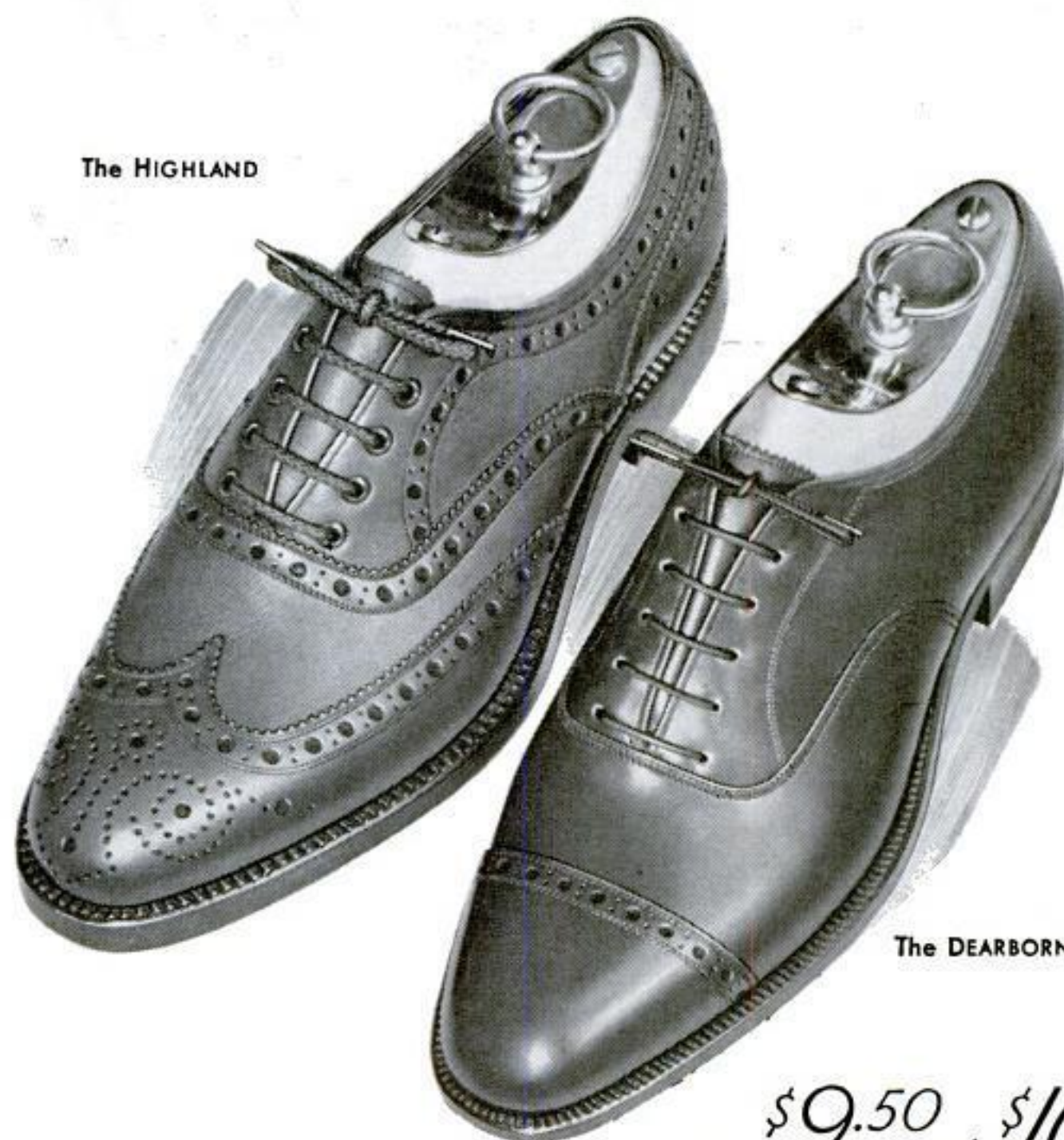


NOT HOW MANY... BUT HOW GOOD!

The American way of life needs economic as well as military protection. As the big job of arming the nation strains the resources of its citizens, they must be safeguarded from inflated prices, deflated quality, depreciated value in the things they buy and use. It is up to American Business to hold the home front against all these dangerous trends . . . and our unqualified pledge is that we will maintain regular Florsheim Quality at the lowest possible price!

Twenty-five years ago this country went through another National Emergency. Good materials were scarce . . . yet we paid a premium to maintain Florsheim quality, and we refused to accept materials that failed to meet our exacting specifications. And now, if and when necessary, we'll do the same again. If the time ever comes when we can't get all the good leather we need, then we'll make fewer shoes. In 49 years of fine shoemaking we have never sacrificed quality for quantity . . . we have never traded value for volume . . . and we never will!

The HIGHLAND



The DEARBORN

\$9.50 and \$10
MOST STYLES

THE *Florsheim* SHOE

THE FLORSHEIM SHOE COMPANY · MANUFACTURERS · CHICAGO · MAKERS OF FINE SHOES FOR MEN AND WOMEN



Throw away your vitamin pills. Take, instead, the tonic of this brisk October air. Get out. Have fun. And look the part. These new sport shirts by "B.V.D." put you *right* in the Fall scene. Light and unhindering, yet warm enough to ward off any Autumn chill. When you slip into one of these sport shirts, you discover *Fall's Fun*. Ask to see B.V.D. sportswear at your favorite store.

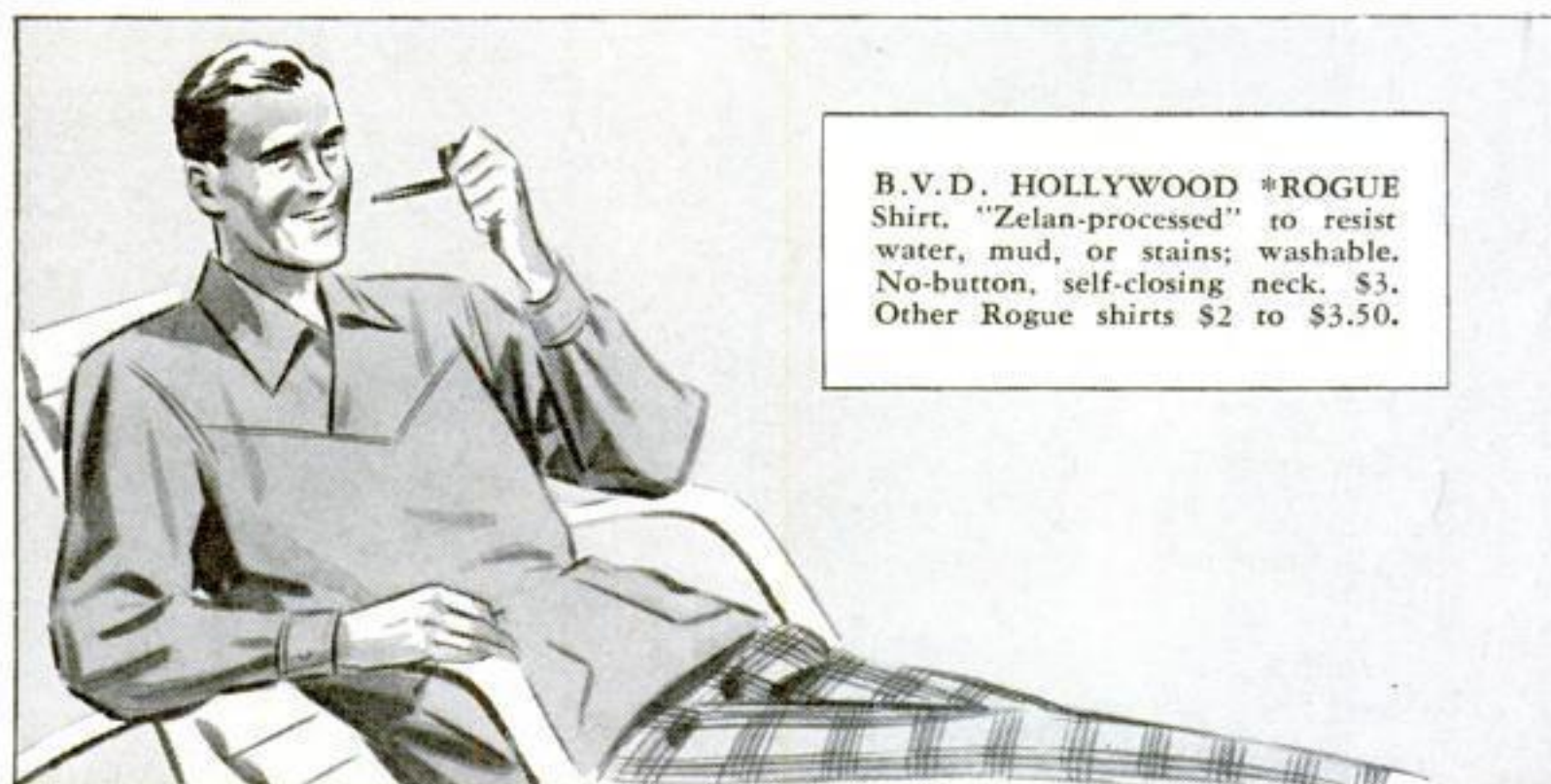
"Next to myself, I like B.V.D. best"



B.V.D. "ROVER" Shirt of spun-rayon repp, with long sleeves, in several new Fall shades. Note its modern, almost-military lines. Convertible collar takes a tie as well as not. \$2. In other fabrics up to \$5.



B.V.D. 4-POCKET *RUGGERS Shirt of spun-rayon and cotton. Wear it as a shirt or as a sports jacket over your slacks. Makes you look leaner, taller. \$4. Other Ruggers Shirts \$1.65 to \$5.



B.V.D. HOLLYWOOD *ROGUE Shirt. "Zelan-processed" to resist water, mud, or stains; washable. No-button, self-closing neck. \$3. Other Rogue shirts \$2 to \$3.50.

* Reg. U. S. Pat. Off.

B.V.D. Sport Shirts

UNDERWEAR • PAJAMAS • ROBES • SPORTSWEAR

The B.V.D. Corporation, Empire State Building, New York. In Canada: The B.V.D. Co., Ltd., Montreal

LIFE'S REPORTS

AN EX-TAXI DRIVER CHECKS UP ON THE FAMOUS BURMA ROAD

by DANIEL ARNSTEIN

When President Roosevelt needed an expert to go to China and find out what was wrong with the Burma Road, China's vital link with the outside world, Harry Hopkins called Dan Arnstein for the job. Arnstein, who wrote this week's LIFE Report, is a forthright, cocksure former taxi driver who worked up the hard way to be head of the huge New York Terminal cab company. With Harold Davis and Marco Hellman, two other traffic experts, he set out for Chungking, then traveled from end to end of the fabulous Burma Road. With U. S. Lease-Lend goods piling up in Rangoon awaiting shipment, the trio found a tangled mess. Refusing to bother with traditional form or "face," they turned in a blistering, hard-hitting report to Generalissimo Chiang Kai-shek and to Hopkins. It told a sad tale of inefficiency and disorganization. It spared no incompetent, wound up with a detailed prescription for the cure. Already it is being put in effect and vitally needed supplies are reaching China.

My first sight of the Burma Road was at Kunming, the Chinese terminus and the last flat spot before this incredible highway begins. We had arrived by plane from Chungking to find awaiting us several American automobiles, a No. 1 boy, a cook and five Chinese roadmen. From then on, for two solid weeks, we saw a road, and road conditions, that would make the toughest U. S. truck driver turn green.

There is nothing like this Burma Road anywhere else in the world. When you see it, you understand the American engineer who exclaimed, "My God, they scratched these roads out of the mountains with their fingernails." From Kunming, at one end, the road winds perilously for 726 miles through the jagged Burma mountain ranges, over the deep Mekong and Salween canyons and down to the British end in Lashio. A crow with a liking for high altitudes could fly it in 360 miles, but



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\$5.00 to \$6.95

CONTINUED ON PAGE 20

26 FREQUENCIES
LOWER LIMIT OF
PIANO SCALE4096
UPPER LIMIT OF
PIANO SCALE

This Audiogram of Mrs. Ethel Parker's hearing loss, laid over her piano keyboard, graphically illustrates the way that neglected deafness often undermines a person's livelihood. Mrs. Parker, Fort Scott, Kan., music teacher, knew her hearing was impaired but never

dreamed that it had silenced half the keys on her piano. "I wouldn't wear one of those crazy things," she told a Sonotone Consultant . . . until one day she lost a pupil because she couldn't hear what the little boy's mother was saying.

SCIENCE FINDS LOST CHORDS FOR MUSIC TEACHER!

It's a pity that every last one of the 5,000,000 seriously hard of hearing people in the United States can't make the same discovery that Mrs. Ethel Parker made!

For years, Mrs. Parker, a music teacher in Fort Scott, Kan., has been aware that her hearing was failing . . . but for years, she has done nothing about it . . . because as she said, "It's my business and nobody else's."

But along came a spirited misunderstanding with a pupil's mother that started with Mrs. Parker's inability to hear and ended with the mother angrily marching her little boy away. And Mrs. Parker was jarred into the unpleasant discovery that losing your hearing is not a *private* matter at all . . . but one that deeply concerns every other person in your life!

Next to the stubborn refusal to admit that one's hearing is impaired, this failure to realize that *your* hearing loss affects other people's lives is probably the most prolific cause of

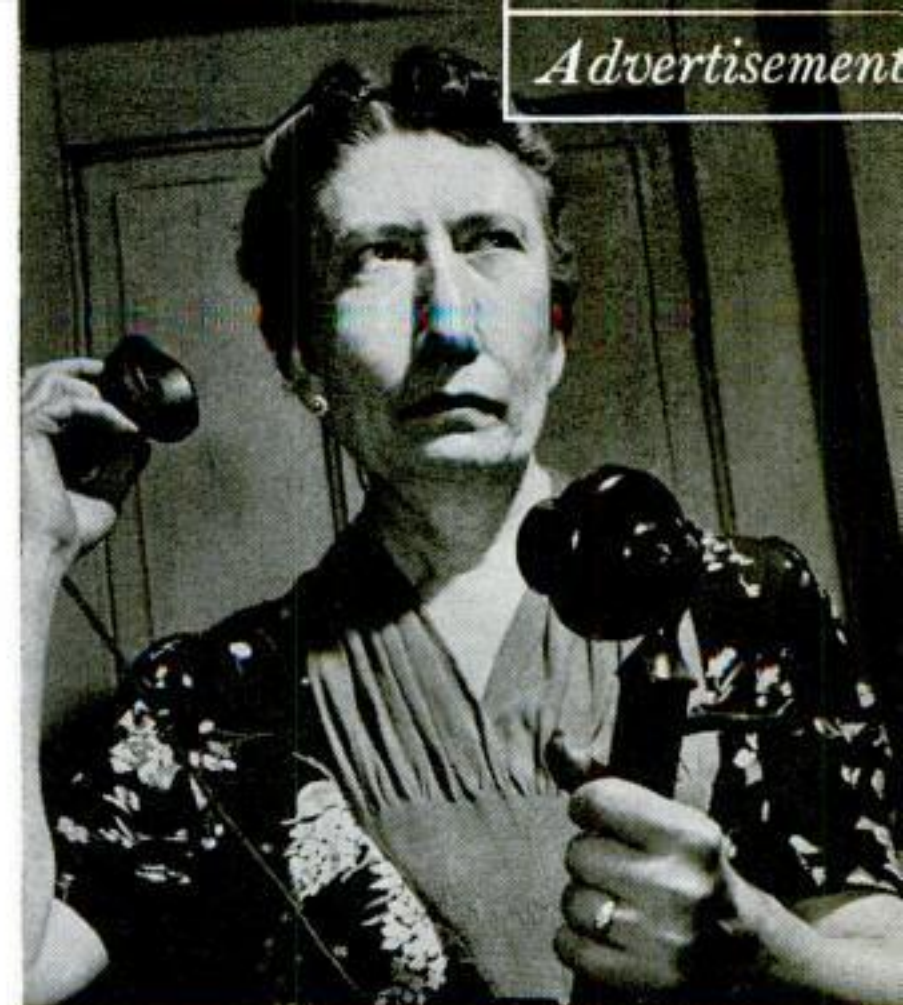
hearing troubles. For as long as a person looks on his hearing loss as a purely *personal* matter, he puts up with it and puts off taking any protective measures.

And there the trouble starts. For it cannot be emphasized too strongly that delay is the *great* danger in deafness. For it isn't the physical inability to hear that does the harm, but the psychological consequences . . . loss of self-confidence, health, earning capacity, poise, friends . . . that pile up with neglect.

Such delay, of course, is the sheerest folly. The unending scientific research that Sonotone has carried on since the Lieber Bone Conduction Oscillator has brought many notable improvements in hearing aids. Today nearly 95% of America's hard of hearing can be helped to better hearing. All that anyone need do to have this scientific help brought to office or home is to follow Mrs. Parker's example . . . and telephone the nearest Sonotone Consultant.

And what a change Sonotone has brought into Mrs. Parker's life! All Fort Scott talks about it. For today, she carries on as if her hearing was normal. Her teaching schedules are completely filled. She gives monthly recitals. She is educating a talented, 18-year-

old son, Steve, already a fine 'cellist, headed for Kansas University to finish his musical studies. Altogether a full and worthwhile life . . . "thanks," as she says, "to what a couple of years ago I called 'a crazy gadget'."



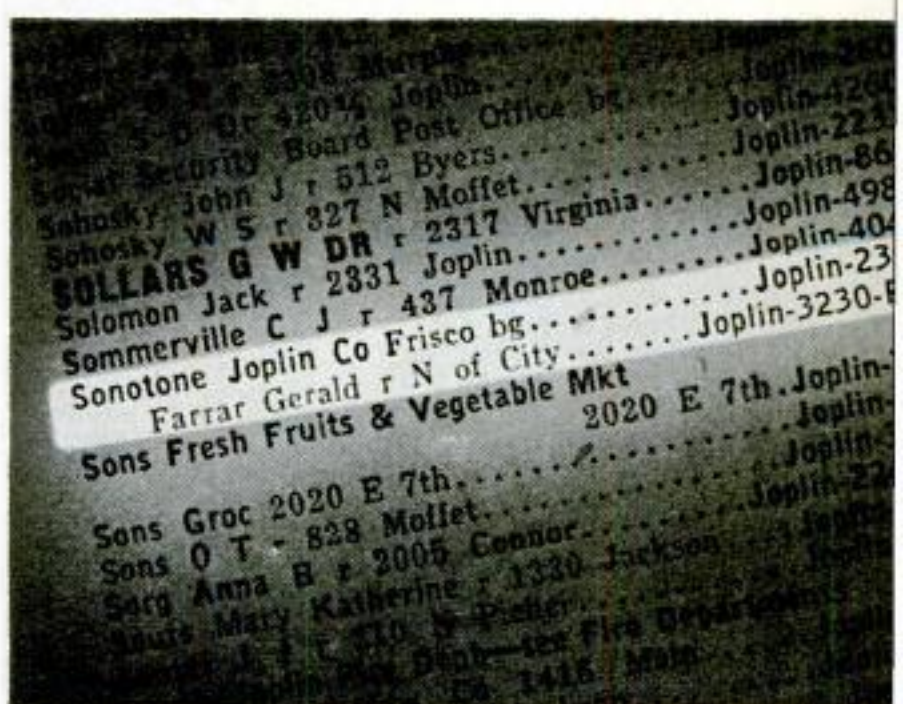
"I couldn't get to the 'phone fast enough to call the Sonotone man," said Mrs. Parker. "I knew my hearing was slipping . . . but for the first time I realized that my deafness was a handicap to others."



Mrs. Parker's Audiogram showed Sonotone Consultant Gerald Farrar the extent and nature of her hearing loss so that he was able to individualize a Sonotone to her specific needs.



Going to Chicago next summer to the famous Sherwood Music School to study under some of America's great teachers, she was able to hear well enough to take part in the closing recital.



For full details look in your telephone book under SONOTONE (there are Sonotone offices in 125 cities). Or write SONOTONE, Elmsford, N. Y. In Canada, address 229 Yonge St., Toronto. In England, write 144 Wigmore St., London, W. I.

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AN IMPORTANT MESSAGE FROM DU PONT

★ In the interest of national defense, conserve anti-freeze so there will be enough to go around.

★ Don't buy or use more than you need.

★ Before you put in anti-freeze, have your car radiator cleaned to remove the rust, scale and dirt that cause poor circulation and overheating.

★ Have your dealer tighten up all hose connections, cylinder bolts, and water pump packing. This will prevent leakage of anti-freeze.

★ Also see that the fan and belt are working properly to provide full cooling efficiency.

★ Then put in a dependable anti-freeze, following the directions on the can.

Du Pont tells how to choose the right anti-freeze for your car:

► Du Pont "Zerex" is an outstanding premium anti-freeze. \$2.65 a gallon. It won't boil out . . . it's non-evaporating. One filling lasts all winter long. It's for the man who will pay a little more to get complete freedom from winter worries.

► Du Pont "Zerone" is America's largest-selling anti-freeze. \$1.00 a gallon. It's economical . . . requires only an occasional check-up. It's the type preferred by the American motorist who wants maximum anti-freeze economy with great efficiency.



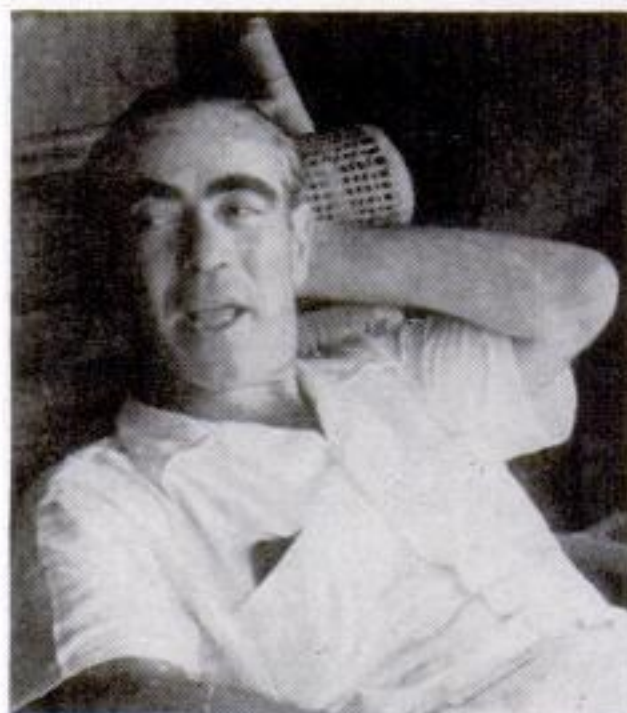
Du Pont makes "Better Things for Better Living . . . through Chemistry" . . . and "Zerone" and "Zerex" anti-freeze are chemical compounds.

LIFE'S REPORTS

(continued)

after Kunming we never saw as much as one-eighth of a mile of straight road ahead.

The Burma Road is only a few years old, for the Chinese built it after the war began. Yet it was built with the same techniques used 2,000 years ago on the Great Wall of China. Each village and hamlet along the way supplies the workers who are still finishing the road. They bring with them their own food and adzes to chip the rock by hand. Then they haul the earth away by hand in baskets. During the early stages of the work, 200 out of every 250 workers



DANIEL ARNSTEIN

died of malaria. Any laborer in the U. S. would refuse to work under conditions which I saw 10-year-old children quietly enduring. There were landslides, 1,000-ft. precipices and great bomb holes. The bombs do not bother the Chinese. As an interpreter explained to us cheerfully, "It cost Japanese \$1,000 gold for bomb to make hole and it cost us \$2 Mex. (8¢) to fill it up."

Courtesy is a matter of life and death. The road is narrow and unpaved. There are no fences or rocks along the side of cliffs. It is almost too easy to skid off in rainy weather and many trucks do. There are air raids, dust, steep grades and swinging, swaying bridges which can hold but one vehicle at a time. I shall never forget one small, single-lane bridge over a gorge which drops a sheer 7,000 ft. into the river below. With more road courtesy than I have ever seen in the U. S., truck drivers anxiously backed up to let the other fellow pass, in the best Alphonse-Gaston manner. Later I learned that this is the most dangerous spot. But it has never seen an accident.

Even at the start of the trip



SPRAYS ON—So quick—so easy to apply

STAYS ON—Make this test! Spray Sno-Mist on your hand—Rub lightly. See how it turns to a clinging, cream-like film of long-lasting protection—to keep you fresh

SOOTHING—A delight to use any time. Its antiseptic properties are an extra safeguard. Retards perspiration. Harmless to clothing. Economical.



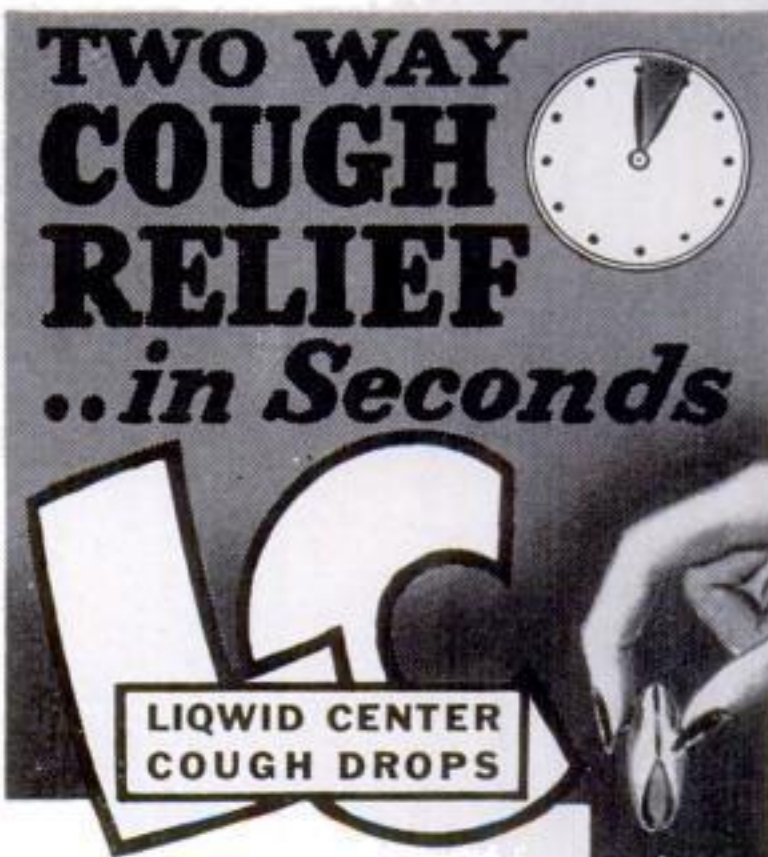
25¢ and 49¢ at better drug, department and 5 and 10¢ stores.



SNO-MIST
ANTISEPTIC DEODORANT

Sprays on as a Powder
Stays on as a Cream

Distributors
The Phillips & Benjamin Company, Waterbury, Conn.



A sensational triumph for science. Real, soothing, liquid cough medicine sealed inside a pleasant, handy cough drop. L C Cough Drops give quick, two-way relief to coughs caused by simple colds. Be sure to get a box of L C Cough Drops and use them at the first sign of a tickle.



CONTINUED ON PAGE 22



Defeat and victory...both grow sweeter with a glass of kindly beer or ale

The blare of bands...The roar of the crowd...The thud of hard young bodies on the autumn turf. It's a great sport!

But, greater than the game itself is the spirit football fosters! For, once the final whistle has blown, friend and foe alike among the spectators, forget the strife and partisanship of battle over their glasses of mellow beer and ale.

To fight to the bitter end and yet be gracious in victory or defeat...*that* is the very essence of American democracy and unity.

We, the nation's brewers, are proud that beer and ale are so often the favorite beverages at these autumn gatherings of lovers of good sportsmanship.

Yet, it is only natural that beer and ale should be so honored! Brewed from Nature's rich grains and fragrant hops, beer and ale are delightful to the taste, relaxing, wholesome. But above all, they are the "beverages of moderation," which traditionally go hand-in-hand with a wise and tolerant way of life.

Because beer is a beverage of moderation and so great a national favorite, it deserves to have its good name guarded well. We who brew America's beer are co-operating to prevent abuses wherever they may occur in the retailing of beer and ale. You can help with understanding and support of the brewers' "clean-up or close-up" program...described in a booklet sent free on request. Address United Brewers Industrial Foundation, Dept. A10, 21 East 40th St., New York, N. Y.



WHAT ABOUT THE "NOSTRILS" IN YOUR CELLAR?



1. Own a warm-air furnace with a blower? Then shake hands with yourself, for you have a very fine type of heating equipment.



2. You get plenty of *economical* heat from it. And what's equally important — *clean*, healthful heat. But watch your furnace's "nostrils."



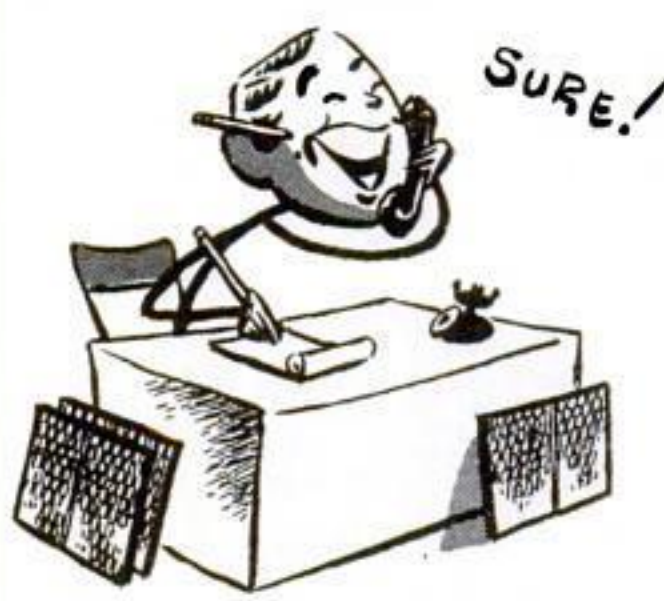
3. Ever see these "nostrils"? They're called Air Filters. And your furnace breathes in its air through them.



4. These filters clean the air your furnace circulates, take out amazing quantities of dirt, keep it off walls, drapes, upholstery. Cut down housework.



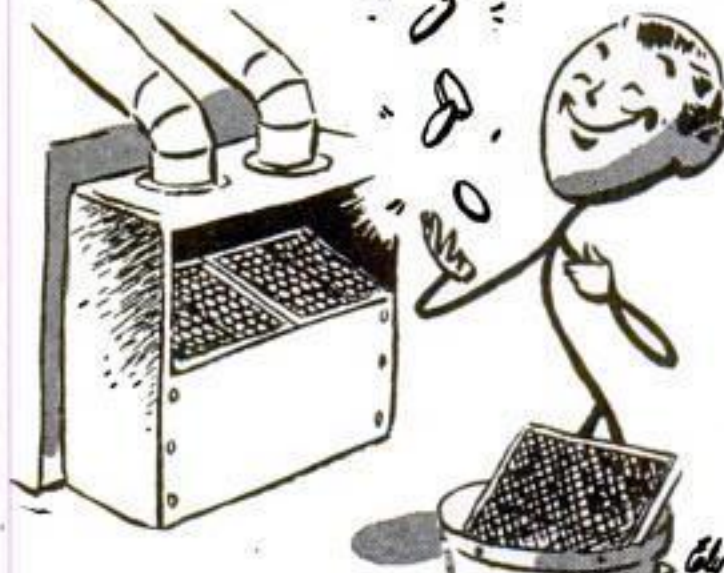
5. But in time your filters get so full of dirt they don't let the air through. Result? Chilly house. Fuel wasted. And you wonder what to do.



6. Here's what to do. Today, right now, call your warm-air furnace dealer or look for Fiberglas® Dust-Stop® Filters in your classified directory under "air-filters."



7. Telephone him for Dust-Stop filters. Efficient, safe. Made with pure glass fibers, they are standard equipment in the best furnaces.



8. Change your Dust-Stops now. For clean, healthful heat this winter. Most sizes cost only \$1.50 apiece. Easy to put in.

If you are not already enjoying clean, filtered air from your warm-air furnace, get in touch with your warm-air heating contractor and find how inexpensive an air filtering attachment is!

FIBERGLAS® DUSTSTOP® AIR FILTERS

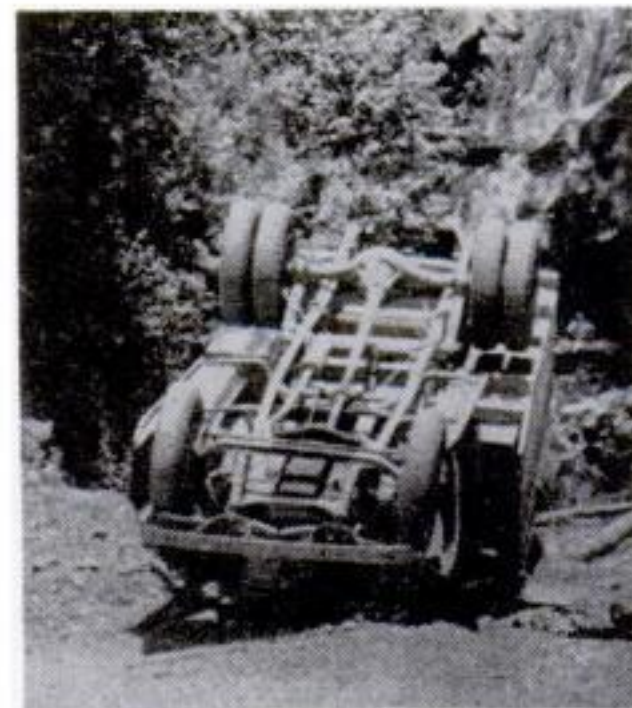
*T. M. REG. U. S. PAT. OFF.

Manufactured by Owens-Corning Fiberglas Corporation, Toledo, Ohio
In Canada, Fiberglas Canada, Ltd., Oshawa, Ontario

LIFE'S REPORTS

(continued)

at Kunming it was pretty plain what was wrong with the flow of Burma Road traffic. The menace was not rain, landslides or bombing, but miles and miles of red tape. The Road is honey-combed with customs houses, and at Kunming, truck drivers had to pass by exactly eight desks before getting permission to proceed to the next station. Sometimes this would take from 8 a. m. until 5 p. m., while the leisurely customs inspectors read *True Confessions* and scratched their noses ruma-



HE MISSED A TURN

tively. Then, promptly at 6, the customs closed and the war was over until next morning.

From Kunming we started south, often driving by night to make up time. We stopped at the six or seven main, and six or seven subsidiary, stations along the way, looking over shops, trucks and warehouses. To a fellow with 30 years' U. S. trucking experience, the situation was appalling. At Wanting, we found 250 trucks waiting, some of them more than 24 hours, for the necessary customs clearance. Sometimes they have been held up for ten to 15 days, and the traffic over the road in June was a mere trickle of 6,000 tons. It should be at least 30,000. The Chinese never heard of grease, and we passed hundreds of burned-out trucks parked in the few flat spaces along the road.

It was so bad that we had to lecture drivers, service men and administrators in the simplest fundamentals of trucking. I did the talking and I talked plain. I told them that unless they used grease, the U. S. could see no point in shipping more trucks. I told them that for an all-day trip you had to start at dawn. The paper work would have to be simplified, I said. I had to explain to them that you

VICTOR

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BY
Skinney Ennis

Coupled with
"Don't Let Julia Fool Ya" **50c**
Two smart tunes for only

Also by Mitchell Ayres
and Dick Todd on
BLUEBIRD RECORDS
Two great versions backed
by the newest hits... Only **35c**
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Enjoy them on the new RCA Victor
The World's Greatest Artists are on Victor

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Is your HAIR
DULL, LIFELESS
HARD to MANAGE?



Awaken lazy scalp with
new finger-massage machine

● Does your hair lack lustre, vibrant beauty... because scalp circulation is sluggish? Your own doctor will tell you: daily *fingertip* massage is the sensible thing to do to help.

Easy with Vitalator — amazing machine that imparts to your own *fingertips* the correct *rotary* vibration of Swedish massage. You need no special skill. Vitalator does the work, as you relax.

Use Vitalator, too, to apply your favorite face cream with professional technique, to soothe tired nerves. See it, try it, own it! At cosmetic, drug and appliance counters everywhere.

The A. C. Gilbert Co., New Haven, Conn.

SCALP CIRCULATION AT YOUR FINGERTIPS

GILBERT
Vitalator
\$8.95

ALSO IN NATURAL PLASTIC OR CHROME \$9.95

change to Berkshires



Berkshire Stockings are made by the world's largest manufacturer of full-fashioned hosiery... Berkshire Knitting Mills, Reading, Penna.

Born in OCTOBER?

Nothing gets you down! One of your birthstones is the opal, symbol of optimism. Been hoping some day you'd own a Hamilton? Why not this birthday! Get the watch of railroad accuracy.

Hamilton's experience building watches for railroad men insures greatest possible accuracy in every size and grade that Hamilton makes. See new models at your jeweler's.

P. S.—For FREE booklet of interesting facts about your birth month, write the Hamilton Watch Company, 102 Columbia Ave., Lancaster, Penna.

OLGA. (left) 17 jewels. 14K white, natural or coral gold-filled. . . . \$45
With gold-filled bracelet. . . . \$50
LESTER (right) 19 jewels. 14K natural gold-filled. Black numeral dial. . . \$52.50
With 18K applied gold numeral dial. \$55

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MADE IN U.S.A.

HAMILTON
The Watch of Railroad Accuracy



LIFE'S REPORTS

(continued)

can't load a truck all in front, but have to spread the load. They were breaking scores of axles by overstraining them.

The control of the Road was a governmental jumble. There were, besides the private companies, no less than 16 Chinese government agencies operating trucks over the Road, everybody from the Salt Gabelle and the Fifth Army to the Bank of China. Everybody had his own checking stations, rest shops and administrators. There were just plain village magistrates along the way collecting their small "squeeze" tax from every passing truck. With private and government trucks both operating, rackets spring up. When a



BRIDGES ARE SINGLE LANE

private truck breaks down, a government truck will stop. The private truck driver buys a good part from the government man, puts it in his truck and drives on. Until the government repairman happens along, the truck driver enjoys himself with the local girls.

Living conditions along the Burma Road are strange to a man used to the accommodations on U. S. highways. Davis discovered this one night when we stayed at the home of Sawbo Y. G. Fang, a native civil governor who prided himself on his modern house. Davis had just enjoyed the luxury of a bath in a porcelain tub and pulled the plug when he was surprised to see the water splash across the floor and run down a drain cut through the floor. Sleeping was not always comfortable, in spite of the occasional grandeur of our surroundings. We spent one night in an old deserted temple (the first I have been in since I was a boy), surrounded by great golden idols. My bed was four posts stuck in the ground, with a surface of flat boards. There was no mattress but someone had carefully supplied a sand

CONTINUED ON NEXT PAGE



DENTONS

KEEP CHILDREN SNUG AND WARM

GOING TO BED is fun when bed-time means Denton-time. Youngsters love the cozy warmth of Dentons. Mothers enjoy a sound night's sleep, knowing the children are protected, even if bed-covers are thrown off.

Denton Fabric is made of 97% unbleached cotton, which is very warm (each fibre being covered with a natural waxy coating that does not absorb moisture), and 3% soft, virgin wool. The loose spun yarn, knit in an open stitch, together with the wool, carries off perspiration slowly, keeping the wearer dry and warm.

Dentons are economical because durable. Using long-staple cotton makes an unusually strong fabric. Flexible rubber buttons; stout button-holes; strong flat seams. All Dentons have our patented, tailored, extra-heavy romper feet; and extra-full drop seat. Dentons stand repeated washings.

Soft-Knit Dentons are not made in colors. No Dyes or chemicals are used. There is nothing that can irritate the child's tender skin.

Regular (Light Gray) Dentons: One-piece style, sizes 0 to 2 button down back; sizes 3 to 14 button down front. Two-piece, sizes 0 to 5, button entirely around waist; for infants who need frequent changing.

De Luxe (Cream White) Dentons show an attractive honeycomb stitch on the outside and are very soft and smooth inside. New One-piece style, sizes 3 to 14. Two-piece, sizes 0 to 5. We also make

DENTONS FOR MEN AND WOMEN

in two styles and many sizes. Also Denton Baby Bags and Sleeping Hoods.

Identify Genuine Dentons by trade-mark tag, and name on neck hanger. If your Department Store, or Baby Shop, does not have Genuine Dentons . . . write us.

DENTON SLEEPING GARMENT MILLS, Inc.
Centreville, Michigan



• (above) New De Luxe Dentons, sizes 3 to 14, Waist - tie belt, rib - knit wristlets and anklets, bloused legs.

• (at left) Regular Denton, sizes 0 to 2.

Dentons made and distributed in Canada by Mercury Mills, Ltd., Hamilton, Ontario.

Inside dope on inside pictures!



1. Take pictures when you go to a party . . . but be sure your camera is loaded with *Agfa Superpan Press*! Preferred by many news photographers, Superpan Press is one of the most sensitive films made. It'll open a new world of picture-taking for you!



2. Try Superpan Press shots of your children, your home, and candid shots of your friends. With this *faster* film, and flash or flood lamps, it's simple for anyone to get good indoor or night pictures. And remember! Only Agfa guarantees: "Pictures that satisfy or a new roll free!"



3. Start taking Superpan Press pictures in your home tonight. Use Superpan Press Film for the best outdoor pictures, too, when there's little or no sun! Ask for this fine Agfa Film by name: it comes in a size to fit your camera. Look for the orange and blue box, *Agfa Ansco, Binghamton, N. Y.*



AGFA  **FILM**
MADE IN U. S. A.

LIFE'S REPORTS

(continued)

pillow. It wasn't feathers, I guarantee. Our Chinese cook never really got into action, and the best meal he served us en-route was a can of sardines, a fairly simple operation. At first we were baffled by the chopsticks, but after you get hungry you do pretty well. I used mine as a spear.

My worst night on the Road was spent at a compound with an abundance of rats. I had occasion to rise during the night and go down to the lavatory, such as it was. Just as I arrived I stepped on a large rat. While it screamed I yelled and cursed until a soldier guard came running up, and, without warning, pulled a revolver and shot the rat right under my foot. I was so excited by this time that I returned to bed, completely forgetting my original mission. Davis and Hellman still kid me about it.

When we reached Rangoon at the end of our drive down, we locked ourselves in a room at the Strand Hotel with two Burmese stenographers and went to work on our report, which started out 139 pages long but was cut to 35 by Hellman.

The report was tough. We sent a copy ahead to Chiang. It described all the inefficiency we had seen and then blasted everybody connected with it. It started off by saying "The main reason that practically no shipments are getting through the Burma Road is due to a lack of knowledge of fundamentals." It outlined a complete but simple plan to get trucks rolling, one every minute if necessary. By the end of the year, we said, about 8,000 trucks should be running on the road at once.

It was like being hit over the head with a baseball bat, and I was not sure how well we would be received by the Generalissimo. Instead we were there five hours. Mme Chiang had read the report, and the Generalissimo had a translation, completely indexed in Chinese. He was pleased as punch, so pleased that before dinner he made us a long speech, which when translated turned out to be a strange offer that only an Oriental will understand. He asked whether Davis, Hellman and I would like to take on the Burma Road as a private concession, at so



If you want
"Lots of Letters" . . . give

INKOGRAPH
PENCIL POINTED FOUNTAIN PEN

Boys and girls away from home — like most people — find correspondence a chore. But not with a smooth gliding Inkograph which writes with the ease of a soft lead pencil.

Inkograph does everything that an ordinary fountain pen does — and much more. The secret is in the smooth, ball-like 14-kt. solid gold point. It has the good looks and workmanship of a high-priced pen. Costs only . . . **\$1.00**

Try it at your dealer's.
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Exclusive features . . .

Suits any hand or style of writing . . . Writes smoothly on any quality paper . . . Withstands child's roughest usage . . . Unequaled for clear carbon copies with original in ink . . . Point won't bend or spread . . . Does lettering and ruling without smudge or blot . . . Gives years of unflinching service. Fully guaranteed.

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Safe.
**SURE
WINTER
PROTECTION**



Don't let cold weather catch you unprepared. Go to your Service Station now and INSIST on THERMO-ROYAL ANTI-FREEZE.
PUBLICKER COMMERCIAL ALCOHOL CO.
Philadelphia, Penna.

CONTINUED ON PAGE 27



Eloquence...from a tongue-tied man!

HAVE YOU EVER tackled the job of writing a bread-and-butter note—and suddenly found yourself *tongue-tied*?

Have you ever had a “thank you” in your heart—too big to put into words? A wish to do something specially nice for a hostess who’s been specially nice to you?

Of course you have. Maybe right now you want to tell a hostess what a grand time you had. So send her a gift of flowers—and let them say “thank you” for you! They’ll speak more eloquence and gracious compliments than if you struggled for weeks with that note!

You see why, don’t you? It’s because every woman gets a *deep-down* thrill out of flowers. It’s because flowers tell her, sweetly and sincerely, all the gracious little things a man feels—but seldom can say!

And it’s so easy—so inexpensive—to send flowers anywhere. You can *wire* flowers, you know. Just

phone or drop in to the nearest flower shop displaying the F.T.D. emblem. Give the florist your order, and he takes care of the rest. Whether those flowers are to go a few blocks or a thousand miles, or to Canada or a distant country—they’ll be the freshest, loveliest flowers ever grown!

*When your heart says “remember”
—nothing takes the place of flowers!*

Whenever your heart prompts you to do something thoughtful and nice—“say it with flowers!” To express glad wishes to someone who’s just become engaged—to cheer up a shut-in—to say “Happy Birthday”—there’s *nothing* like flowers.

Just be sure of one thing—order from an F.T.D. shop. F.T.D. means that the florist is an authorized member of the Florists’ Telegraph Delivery Association. Only the nation’s top-flight florists are admitted to F.T.D. So you’re certain of fine flowers

and top-flight service when you buy the F.T.D. way. 7,000 authorized shops in United States and Canada. Florists’ Telegraph Delivery Association.

**WIRE FLOWERS THROUGH AUTHORIZED
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F.T.D. EMBLEM BEFORE YOU BUY. IT
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**

Copyright 1941, Florists' Telegraph Delivery Association

FOR 1942

A Beautiful New FORD

6 or 8 cylinders



IN THESE UNUSUAL TIMES we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two fine 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will *stay* good for years. On a lower, wider chassis, we have designed new long, low, wide and modern lines.

Interior treatment is entirely fresh, distinctive, pleasing. The modern beauty of this Ford, seen from inside or out, will more than hold its own in any company.

Inside, the car is *big* in every way—wide across the seats, generous in knee-room, leg-room, elbow-room.

On the road this year you find the "new Ford ride" still further advanced in its softness, quietness, steadiness.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

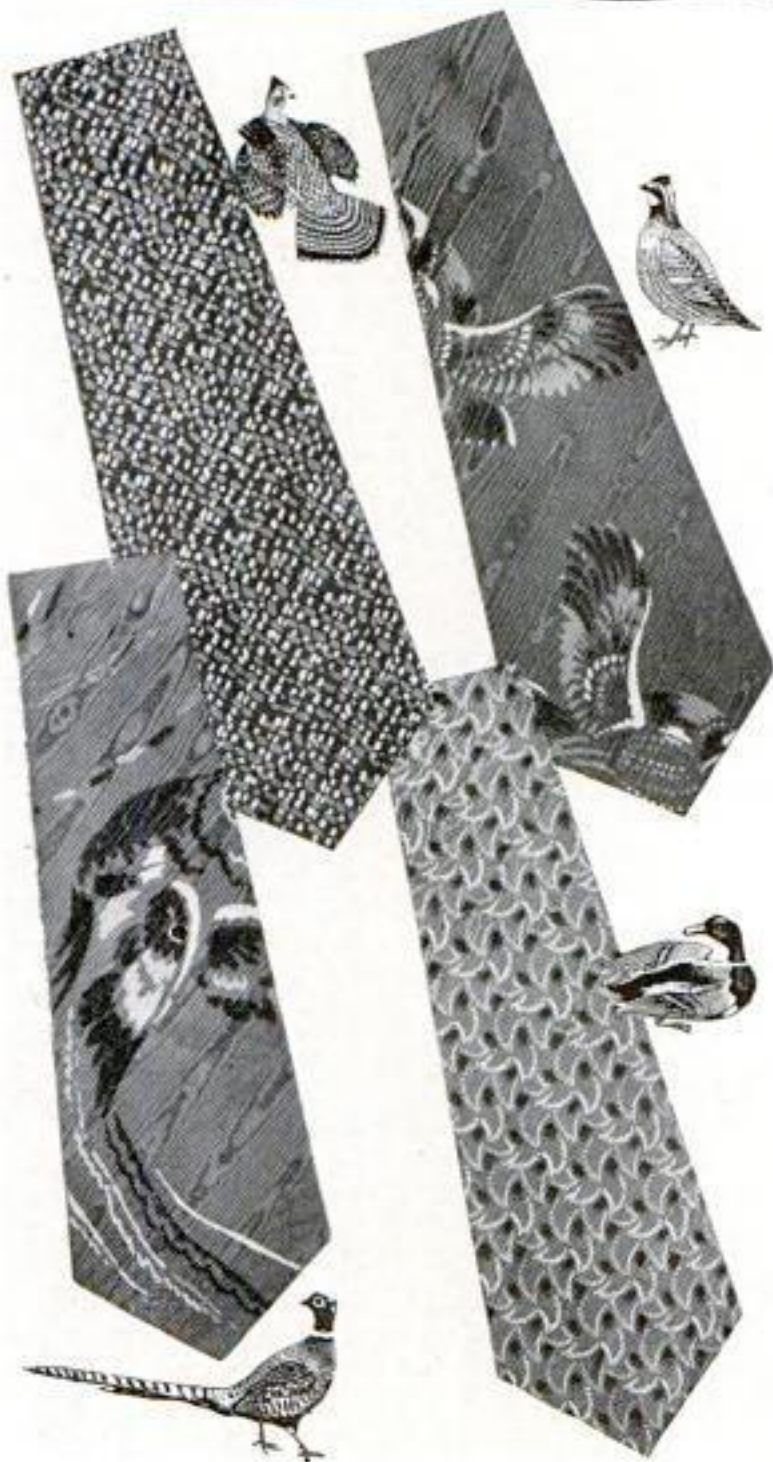
In quality, the car is sound to the last detail. Defense require-

ments have all been met without a single reduction in the basic and lasting goodness of the Ford mechanically. Some new materials have replaced old ones, usually at greater cost to us, *but in every case the new is equal to or better than the old.*

If your family needs a new car, go see and drive this Ford. *For what it is today and for what it will be through the years ahead, we believe that you will find in it more and better transportation for your money than you have ever found before.*



Oct. 6th's new notes in neckwear



GAME BIRDS FOR 1941

Twenty patterns, inspired by the plumage of America's most famous Game Birds, Ruffed Grouse, Bob White, Mallard Duck, Ring-necked Pheasant, each in six different color combinations, one hundred and twenty different ties...colors from Drake's Wing Blue to Autumn Brown on famous "Whiskerproof" Suede Velour \$1.50. Other Cheney ties, \$1.00 up.

Cheney Brothers...Since 1838.
16 East 34th Street, New York City.
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LIFE'S REPORTS

(continued)

much percentage a truck. It was as characteristically Chinese an offer as an invitation to tea. We were dumbfounded, but in a moment or so found words to decline with thanks. But the Generalissimo was not ruffled. "Now we eat," he announced briskly in Chinese, and sprang to his feet as though he had been thinking about dinner all the time.

At dinner I sat next to Madame Chiang, who speaks fluent English. Her husband, I thought, spoke none, but soon



REPAIRS WHILE WAITING

I began to learn the words he knew. I remarked, through an interpreter, that compared to the bombing I had seen in the last war, the Japs over Chungking were just indulging in target practice, uninterrupted because China has no pursuit planes or anti-aircraft. Chiang nodded eagerly and barked, "Yeah!"

Later I asked Madame, "What did you like in the report?"

"I liked its simplicity," she said. "A 12-year-old will understand."

As my evening with the Chiangs drew to a close, Madame turned to me and said that sometimes she felt apologetic for the way in which she scolds and squawks at America, but that she would always squawk loudly about China's needs.

"Don't worry, Madame," I told her, "we have a saying in the trucking business that 'The squeaking wheel gets the grease.' You keep on squeaking and you'll get attention from America."

At this, the Generalissimo looked up and demanded a translation of what had been said. As the interpreter spoke a smile broke over his face and he clapped his hands. "Good! Good!" he said.



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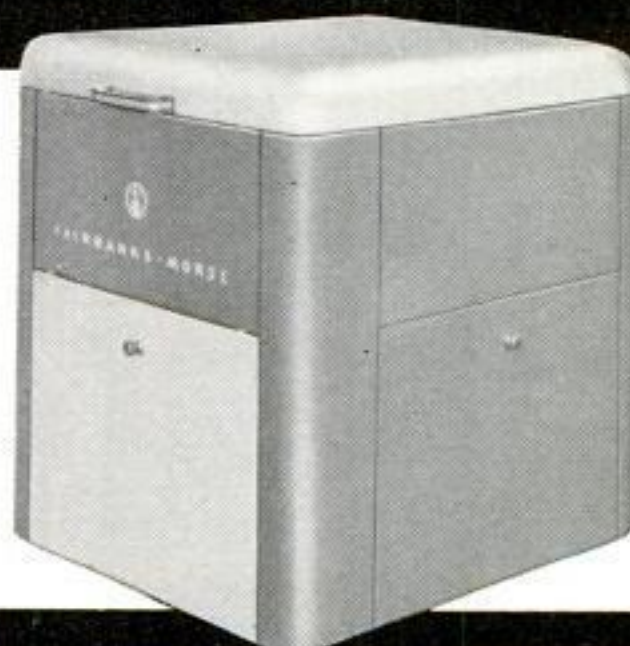
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LIFE'S COVER



Lois Madsen, the girl at the
pump on this week's cover, is
one of South Dakota's 643,000
people whose story is told in the
Photographic Essay on pages
98-109. She lives with her fa-
ther, mother, two brothers, and
a sister on a 570-acre black-dirt
prairie farm 17 miles from the
county seat of Clark, S. Dak.
She is 19, has ash-blonde hair
and gray eyes, and has saved
\$60 in the last two years. She
cooks chicken dinners for her
father's harvest helpers, likes to
make angel-food cake, pickles
and ice cream.

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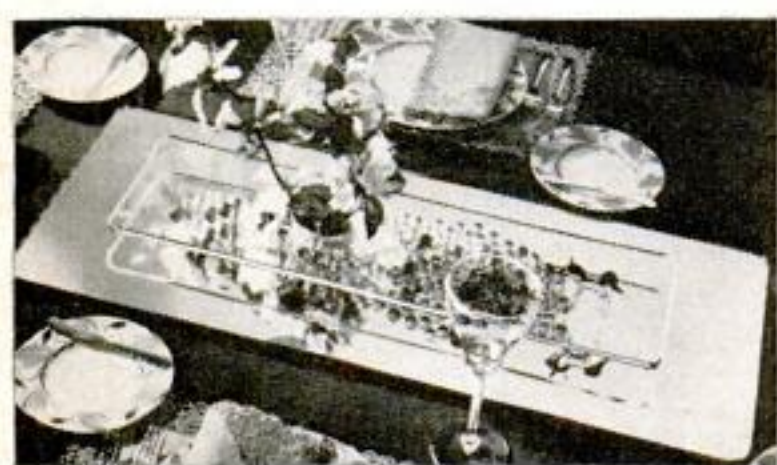
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Sagging slip • Droopy hose • Unzipped zipper • Zigzag seams • Twisted belt • "Shirt Tail" out • Straggly hair • Foundation frets • Crooked hat

If you want no snickers behind your back, have a 3-way mirror put in your home, the sort you see in dress shops. It will cost less than you think and what a help it is in that last minute checkup on how you look. You see all of you, front, back and sides, tip to toe.

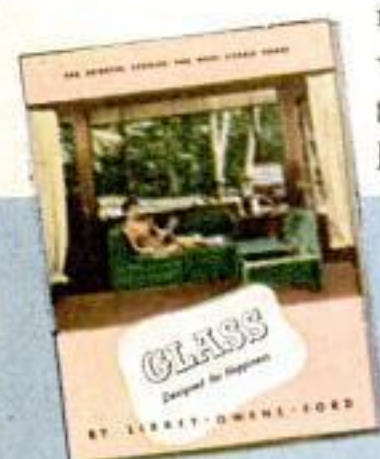


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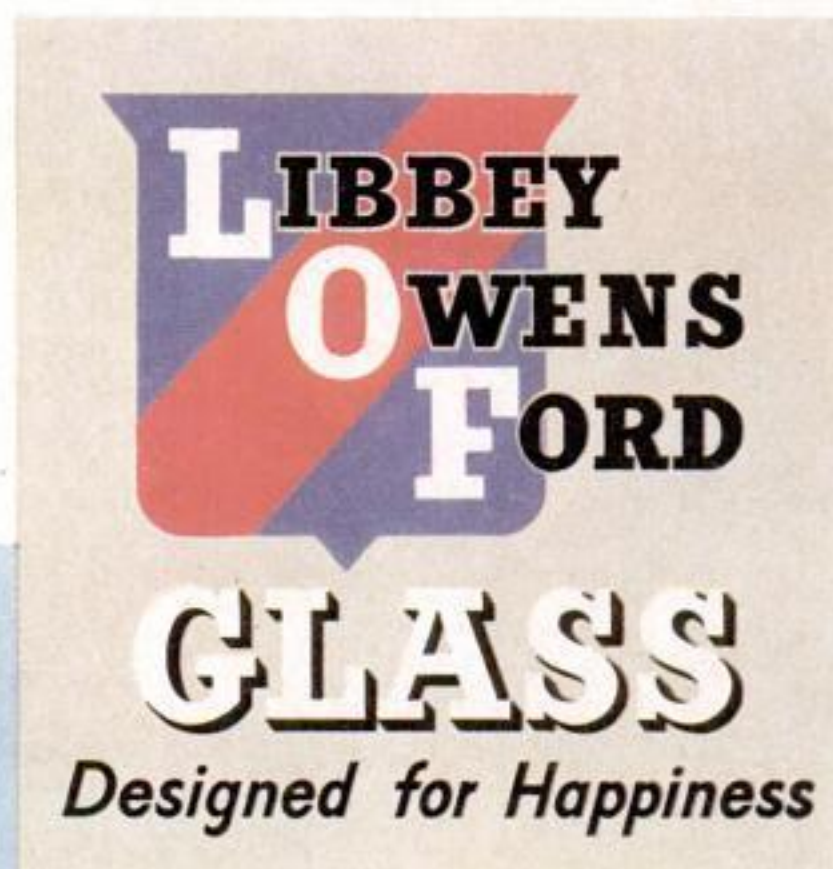


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First stop when the doorbell rings. Even if it's only the baker's man, flour looks funny on your nose. A "quickie" in your kitchen primping mirror and you're set for anyone. An L·O·F dealer will tell you how little one costs.

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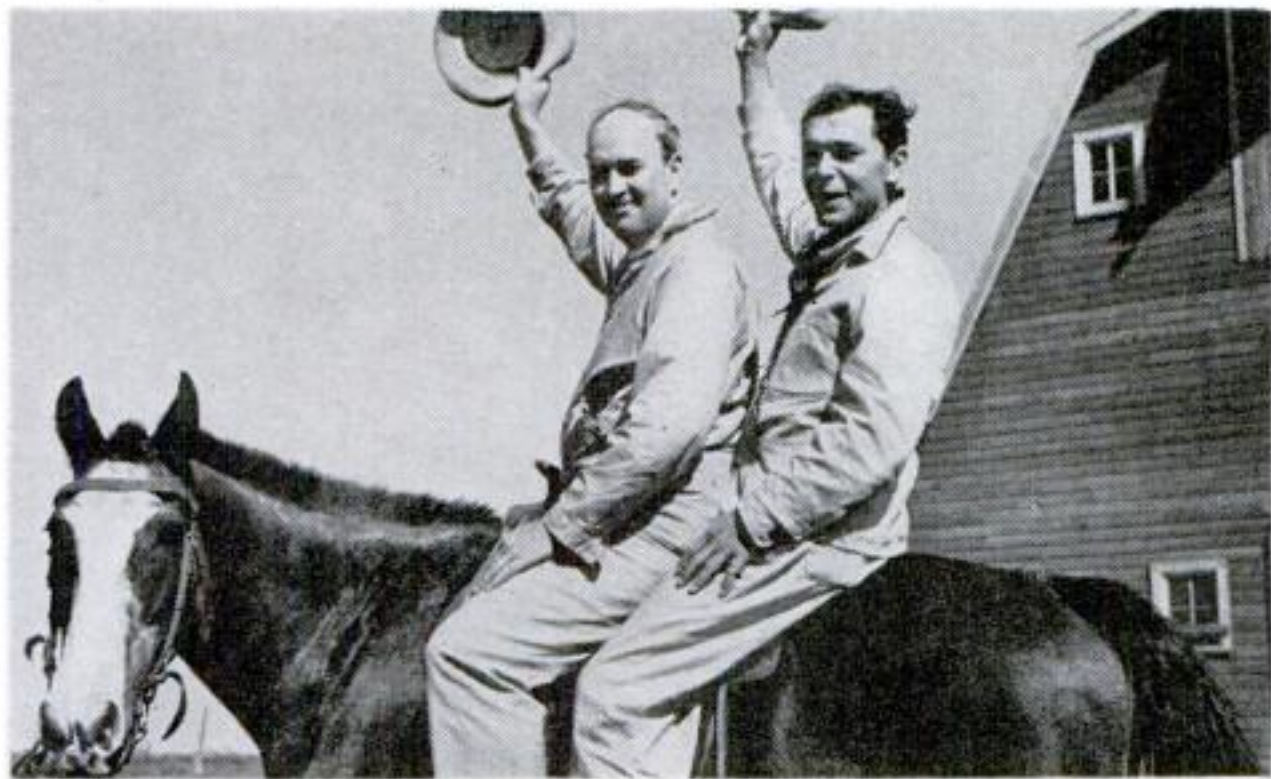
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Life's Pictures. Photographer Eliot Elisofon (right, above) and LIFE Writer Roger Butterfield drove 3,100 miles in South Dakota to get this week's Photographic Essay (pp. 98-109). Trixie, the 24-year-old mount, posed willingly this way but refused to take a step. Same week that he headed West, Elisofon photographed the G-String Murder Mystery (pp. 110-117).

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WET AND MISERABLE BUT STILL SMILING, DOUGHBOYS OF THE 37TH (OHIO) DIVISION SLOG UP TO THE FRONT THROUGH THE MUD OF A TROPICAL LOUISIANA RAINSTORM

BIG MANEUVERS TEST U. S. ARMY

IN SWAMPS AND FORESTS OF LOUISIANA, 350,000 SOLDIERS STAGE GREATEST SHAM BATTLE IN HISTORY

It rained on Monday morning Sept. 15 over all Louisiana. From low, darkening clouds the drops spattered on the State's good highways, on its hundreds of marshy mud roads, on its pine forests, and on its deep swamps full of quicksand.

The rain fell, too, on 350,000 U. S. soldiers and 50,000 U. S. Army vehicles as they fought the greatest sham battle in U. S. history. The attack had come before dawn. With two fast-moving, hard-hitting armored divisions leading the way, Lieutenant General Ben Lear, commander of the Second (Red) Army, had pushed his troops across the muddy Red River, was already sending long tentacles down the highways to the south, where Lieutenant General Walter Krueger's Third (Blue) Army lay in wait. Overhead armadas of pursuit planes fought great dogfights, while sleek A-20A attack bombers and Navy dive bombers strafed the columns of tanks and trucks moving up to the front.

The fight lasted just five days. At the end of that time the Red Army was licked. Its tanks were on the defensive, its flank turned, its bridges destroyed.

Instead of keeping its original tank attack moving, it had stopped, waiting for unavailable motorized infantry to move up from the rear. On a terrain naturally unsuited for tanks, such a hesitation had proved fatal. With superior manpower (213,000 to 123,000) and superior firepower, plus three provisional anti-tank groups, the Blues had deftly swung their main forces from the vicinity of Alexandria to a position squarely in front of the armored divisions. There they had placed great masses of men, artillery and anti-tank guns. Furthermore, to make their job easier, the Blue air force, under Major General Herbert A. Dargue, had won command of the air, was giving the Red forces behind the lines a terrific pounding. Against all of these obstacles, the Red Army tanks made little progress.

So ended the first phase of the Battle of Louisiana. But for weeks to come Army men will be debating its lessons. Said Lieutenant General Lesley J. McNair, GHQ Chief of Staff: "The principal weakness was deficiency in small unit training due fundamentally to inadequate leadership." To this weakness, Army

men added another—the lack of enough highly motorized infantry trained to work with the armored forces.

In spite of these weaknesses, however, by week's end the Army was mightily pleased with itself. Its men were in magnificent physical condition. In rain and darkness, hungry and tired, they had fought continuously and well for days at a time. In the swamps and among chiggers of Louisiana, they had achieved a higher morale than ever attained in camp.

The Army was especially happy because its men had taken the maneuvers so seriously. As the pictures on the next ten pages show, they had made it look like real war. Blue parachutists dropped suddenly behind Red lines, dynamited Red bridges and disrupted communications. An ingenious squad of Blues rolled smoke pots into headquarters of the Red Army. One private even went so far as to enter a Red headquarters, draw a bead with his pistol, order everybody to surrender. When a high-ranking officer austere ordered him to dispense with display, he replied, "Nuts to you, general, this is war."



Reds in possession of Mount Carmel guard front of church but remain in half-track personnel carriers and bantam car.

Note tin hats which distinguish them from Blues. These are mobile infantrymen, part of Second Armored Division, es-

pecially trained to attack and feel out soft spots for tanks to crash through or to occupy and hold areas already overrun.



Blues charge from cemetery adjoining church. They are Oklahomans and give cowboy yells while firing blanks in

rifles. Man with flag is umpire's assistant whose signal indicates Blues have fire superiority, attained through covering

fire from rear, and can advance, forcing Reds to take cover. Artillery came up almost immediately after this charge.



Machine guns rake the fleeing Reds from alongside picket fence covering continued charge of Blue infantry operating

in a field half a mile ahead. Fugitives have started up the road from Mount Carmel to rejoin the rest of the Armored

Division. The gun crew wears new floppy campaign headgear with brims at varying angles. Soldiers call it duck hat.



Camouflaged house is part of "farm" that conceals fighter field. It is made of fine, red wire mesh. Grumman fighter in the background is one of the Navy planes used in maneuvers.



Dummy plane, made of lath and burlap, is parked a good distance from hidden hangars to decoy bombers, fool enemy observation ships. From the air, this is practically indistinguishable from a real plane.

AIRPOWER

BLUES CAMOUFLAGE A FIELD
TO HIDE IT FROM BOMBERS

From the sky the roar of airplane motors came almost continuously. High in the air Army and Navy dive bombers, pursuit planes, attack bombers—850 in all—were staging the greatest aerial fights ever seen on maneuvers. Never were ground troops safe from air attacks. Never could anti-aircraft gunners at bridges, gasoline dumps, or airports afford to relax.

Especially vulnerable to bombing were the airports. With their concrete runways, their administration

buildings huddled close together, and their planes, as often as not, lined up in rows, they could be spotted miles away. For protection, most of the fields merely counted on pursuit planes to drive the bombers away.

But the 21st Aviation Engineers at the Blues' Elser Field, near Camp Beauregard, thought that good camouflage would make their field undiscoverable from the air. What they did can be seen in pictures above. They built false houses and mock planes, installed machine-

HIDDEN BENEATH TREES AND BRANCHES, PROTECTED FROM BOMB BLASTS AND SPLINTERS BY WALLS OF SANDBAGS, A BRAND-NEW BLUE P40-E STANDS READY TO ATTACK AT DAWN



BATTLE OF MT. CARMEL

BLUES CHASE REDS IN HOT CROSSROADS FIGHT

Mount Carmel isn't much, even for western Louisiana. A church, a school, a cemetery and a general store sit around a clearing in the woods. The name doesn't appear on standard maps; the only way to identify the place is by a faded sign put up by the Future Farmers of America. But for four exciting days during the big maneuvers, Mount Carmel, the wallflower, became the belle of the ball. Reds and Blues struggled so violently to grab and hold it that the action at Mt. Carmel which changed hands at least once a day was an above-average sample of what was going on up and down the 100-mile front.

Five roads lead into the clearing. Three of them are impassable to civilian automobiles but Mount Carmel was strategically vital because, in a wooded

country, mechanization has to follow the roads. When the sequence shown on these pages started, two battalions of the Red infantry were in possession. The crossroads baked quietly in the sun, the only sound being the faint noise of a few Red tanks working down the roads toward advancing Blues.

Suddenly the storm of battle broke. The tanks, finding that the Blues were advancing in force, wheeled out into the clearing. Three Signal Corps sound trucks, planted nearby to accustom troops of both sides to the sound of combat, started grinding out records of whining bullets, diving planes, booming artillery and tank sirens. The Red infantry leaped into its half-track personnel carriers ready to fight or run.

The battle did not need the aid of a sound track

long. Blue infantry burst out of the woods on three sides yelling and firing rifle blanks. The Reds let fly with machine guns and tommy guns but saw they were outnumbered and raced up the two roads remaining open, firing. A few yards behind the infantry came the Blue 75's. Set up on the run, their gun crews blasted at the tanks covering the Red infantry retreat.

Four tanks were put out of action and vital Red gasoline was distributed to all-comers. The Blues numbered two regiments of the 45th (Southwest) Division, considered among the best of National Guard outfits.

Mount Carmel had a breathing spell but not for long. Red planes strafed the clearing to force the Blues to scatter and give fleeing Red infantry opportunity to gather re-inforcements and counterattack.



Red attack bombers zoom upward after bombing Mount Carmel and strafing it with machine-gun fire. Planes came over again and again to delay and confuse Blues in organizing

newly won positions. Trucks in clearing should have been put under trees immediately and were ruled out of action. With anti-aircraft protection planes might have been shot down, too.



Sunken machine-gun nest, at junction of runways on field, prepares to fire on parachutists or low-flying planes. Its semi-armored top slides back after bombing attack, which precedes attempted landing.



Mock orchard is painted on runways. Camouflage like this deceives camera at 15,000 ft., visual observation at 10,000 ft., below which anti-aircraft fire prohibits reconnaissance.

gun nests as protection against parachutists and even painted fake orchards and wheat fields on the runway.

Such camouflage work is one reason why Major General Herbert A. Dargue's Blue airmen, with no more planes than the Reds, achieved air supremacy over Major General Millard F. Harmon Jr.'s fliers. Another reason, more important, was that they flew longer, harder, more daring missions than the Reds. When the Reds wanted to bomb a bridge or an airport, they

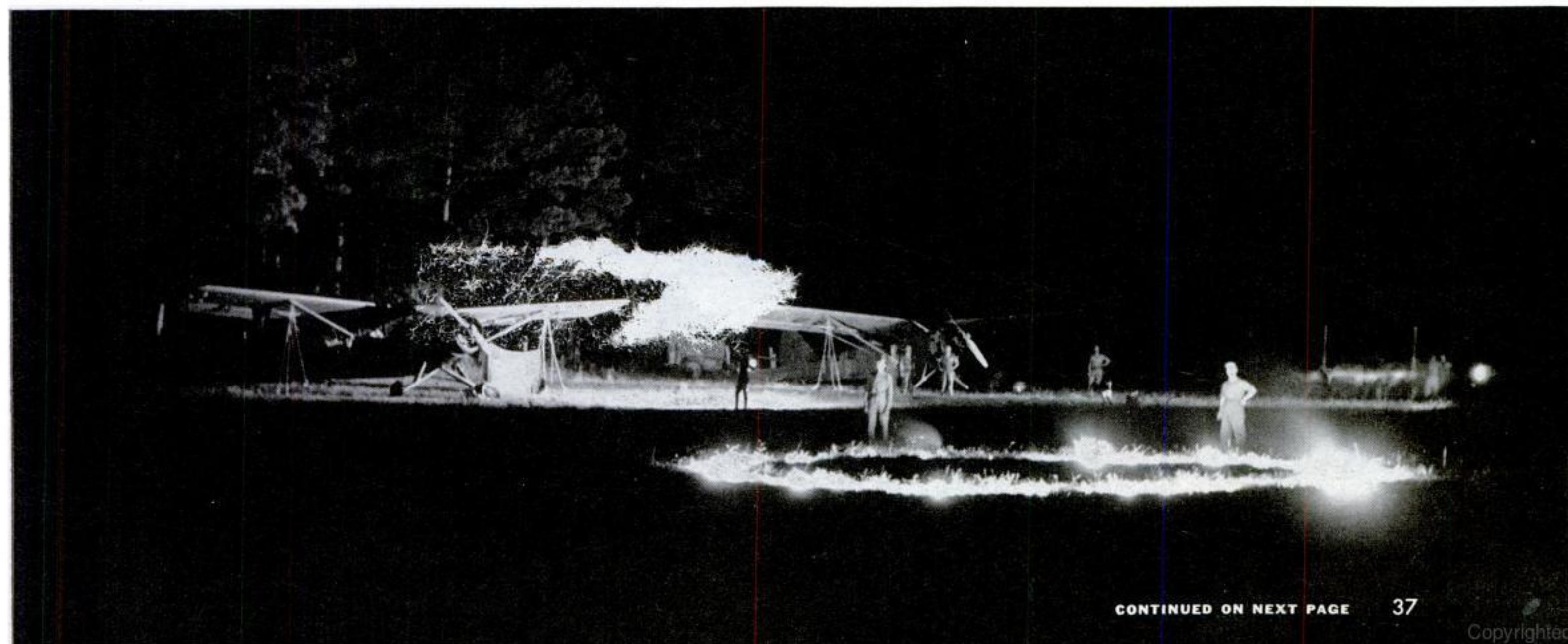
frequently sent over only three planes. On a similar job, the Blues would sometimes send over twelve. One day, between the hours of 11 a. m. and 1 p. m., Blue warplanes "expended" 280,630 rounds of .30-cal. ammunition, 238,830 rounds of .50-cal., 937 37-mm. airplane cannon shells, 834 100-lb. demolition bombs and 131 500-lb. demolition bombs. During this attack a single B-25 medium bomber dropped eight 100-lb. bombs on a force of 100 tanks southwest of Florien, La.

With the war almost won, the Blue airmen turned from fighting to propaganda. On retreating Red column they showered down leaflets, saying, "Your commanders are withholding from you the terrible fact of your impending defeat . . . Your food stores have been captured. No one is going to bring up any of the steaks that the men of the Third Army will have tonight. Rout, disaster, hunger, sleepless nights in the forest are ahead of you. Surrender while there is yet time."

WHITE FLARES LIGHT THE SKY OVER MANY, LOUISIANA, AS BOMBERS COME IN FOR A RAID. THIS ATTACK WAS DIRECTED AT THE RED'S SECOND CAVALRY, MOVING UP FOR ACTION



CIRCLE OF FIRE, FORMED BY BLAZING GASOLINE, DIRECTS OBSERVATION PLANE TO CAVALRY AIRFIELD MADE FROM COW PASTURE. IT WILL DROP INFORMATION OF ENEMY MOVEMENTS



BLITZ WEAPONS

SWAMPS, AIRPLANES AND ANTI-TANK GUNS STOP ADVANCE OF THE TANKS

In the first flush of Monday morning, astride their blitz weapons of tanks, half-tracks and peeps, the men of the Red Armored Corps sallied forth cocky and brave. In the twilight of Friday, they drove back to their bivouacs, silent and unhappy. In between those days, for the first time in any maneuver, they had been stopped cold.

Reasons were basic. First, the terrain was swampy and full of streams, difficult for tanks. Second, their air force lost command of the air. Third, they violated the principles of the armored force.

Major General George S. Patton Jr., commander

of the Second Armored Division, has laid down some of those principles. Says he: "Never get in a squirting match with a skunk," and, "Grab 'em by the nose and kick 'em in the tail." Under General Lear, the First Armored Corps got into a fight with three of the Army's new anti-tank groups, which can shoot more accurately and longer than tanks. Then, instead of holding its front and attacking the enemy on the flank, it made a frontal attack, straight down U. S. Highway 171, into the greatest concentration of anti-tank fire ever gathered in the U. S. in one place. Result: within 24 hours more than 20% of the

2nd Armored Division's tanks were theoretically destroyed.

But the armored force was not entirely unsuccessful. Twice columns under Colonel Clarence H. Bragg and Brigadier General Willis D. Crittenger struck far into the Blue Army middle, were halted only by swamps. Soldiers of the 41st Armored Infantry fought behind Blue lines all week. Constantly, too, the armored force was a threat. Once General Krueger even moved his headquarters because he was afraid that the First Armored Division had gone around through Texas, and would attack him from the rear.



Seven of 18 Red tanks captured Friday, belonging to the First Armored Division are lined up under the trees near

the little town of Provencal. This is the last day of maneuvers. This year the Army has much more equipment than

last. However, it is still short of medium tanks, 37- and 75-mm. guns for tanks, 105-mm. howitzers and anti-tank guns.



↑ **Dropping their 100-lb. bombs** in a demonstration over Shreveport's Barksdale Field, A-20A attack bombers practice destroying tank and troop columns. Capable of flying low and fast, these streamlined planes were the strafing stars of the maneuvers.

↓ **Blue parachute troops**, after dropping in a cotton field, commandeer Red command cars, fight toward pontoon bridge across Red River at Clarence. After capturing some men of Red Signal Corps and Engineers, they blew up a bridge at Vobreaux.



WEATHER

COME RAIN, MUD OR DUST
THE ARMY GOES THROUGH

Though a maneuver may be decided rather artificially by the umpires, there is nothing theoretical about the varieties of unpleasant weather that Louisiana can dish out. There was controversy about the performance of commanders but every observer agreed that the American soldier was the star of the show. His physical condition proved to be superb. He went without sleep, baths and sometimes food. He struggled through rain, dust and heat. At the end he was still rarin' to go. In fact his combative spirit

was so high that authorities were worrying about the increasing number of fist fights between the Reds and Blues. That these pictures are like those which come from the European fronts is no optical illusion because this part of the maneuver was the real thing.

The elements took their toll of mechanization too. Air activity was severely cut down on two occasions when approaching tropical storms forced the removal of all planes to fields away from the coast. All vehicles, including tanks, were stuck frequently.



Dust from passing trucks, dust from marchers who have gone on ahead fills nostrils and throats, makes sleepless eyes redder, renders dark circles underneath still darker, is formed

into rivulets of mud from perspiration. These are members of the 43rd (Yankee) Division, far from cool New England, moving up to the front. Vehicle at the right is command car.



Rain, big drops of it driven by the furious winds of a tropical storm, pelts down on the crew of a topless infantry weapons carrier from the 37th (Ohio) Division. The 30-cal. machine gun

is better protected than the men who hunch their backs into wind and try to keep water out of their necks. Note splashes on pavement. After this men had to sleep on wet ground.



Mud, thigh deep, makes boarding assault boats difficult for 37th Division infantrymen about to thrust into the Red River's rain-swollen currents. Twelve boats shuttled 1,200 men across.

Each boat held eleven men, three from the 112th Engineers who paddled the boat back. Third Army plans changed so no artillery support was sent over and all 1,200 were captured next day.



ON STRETCHERS AT LAKE CHARLES STATION, CASUALTIES FROM 43RD EVACUATION HOSPITAL WAIT FOR TRAIN TO TAKE THEM TO NEW ORLEANS FIELD HOSPITAL

CASUALTIES

SOME BOYS REALLY GOT HURT

The only great fact of war missing in maneuvers is fear of death. Guns shoot blanks. Planes bomb trucks with flour bags. Prisoners are set free unhurt.

But there are real casualties. Boys on stretchers (*above*) have honest-to-God cases of strained backs, fractured knees, food poisoning. Below, in an evacuation hospital, Army surgeons are performing a real operation for appendicitis. On opposite page, Private Le Roy Beyer looks out from

an Army ambulance after the rim of a tire he was changing hit him in the head.

Before fighting started, the Army expected that in two weeks some 40,000 soldiers would be hospitalized. It also expected 136 deaths. When, therefore, at the end of the first week of war 17 soldiers had been killed (seven by motor accidents, one by suicide, two by drowning, two by disease, five by airplanes), the Army was relieved.

IN ARMY HOSPITAL AT JONESBORO. SURGEONS PERFORM EMERGENCY APPENDECTOMY. DURING MANEUVERS, HOSPITALS AVERAGE 100-200 SICK AND INJURED SOLDIERS A DAY





LIFE ON THE NEWSFRONTS OF THE WORLD

Germans drive on Crimea; Italy suffers from "defeatists"; Windsors visit Washington

Russia is a land of sieges. In the Crimean War, Sevastopol stood firm for a year before surrendering. In the Russo-Japanese War, Port Arthur held out for six months before giving in.



TIMOSHENKO

Win, lose or draw, the people of Odessa and Leningrad had by last week won the right to add their millions of anonymous names to those of their heroic ancestors. Odessa had already held out for two months. It showed no signs of falling. Leningrad had already held out for a month. The Germans said it was "doomed," but set no date. Compared to the desperate resistance before these two cities, the siege of Warsaw was a sham battle.

Although no foreign correspondents were allowed in the two besieged citadels, they were allowed to visit the front lines for the first time last week. These lines—in the central sector just east of Smolensk—are where Marshal Timoshenko's men have recently pushed the Germans back. After driving around the 60-mile salient, Cyrus Sulzberger cabled the *New York Times*: "It is one big German grave . . . the first extensive area from which the Nazis have been removed after conquest in more than two years of war."

Elsewhere, however, the Nazis were still "conquering." Behind Kiev, the German High Command claimed to have taken 665,000 Reds, 885 tanks and 3,718 guns in "the greatest destructive battle in world history." Neutral observers, while not belittling the measure of German success, had a hunch that the Germans were numbering captured civilian irregulars in their tremendous prisoner lists.

Dogged Russian resistance and autumn frosts in the north by last week turned the Nazis' attention to the still sunny Crimea. With parachute troops and Stukas in support, lines of infantry and tanks moved on the narrow bottleneck of land that hooks the Crimean peninsula onto the Ukraine. After three days of fighting, the Russians claimed to be holding. They did not claim to be driving the Germans back.



WAVELL

The German attack on the Crimea, which if successful would give them one more stepping stone on their way toward Batum and Caucasian oil, excited the attention of the British. Above all the British want to keep Hitler away from new sources of oil. Prodded finally to some action, the British last week produced a record-breaking number of tanks for dispatch to Russia and the few R. A. F. planes which are fighting alongside the Reds saw their first action.

Taking time off from the army he is drilling in India, General Sir Archibald P. Wavell conferred in Teheran with a Russian commander, and the world's cables buzzed with the possibility of a British expedition into the Caucasus to help the Russians protect the oil. Reports filtered through that British supplies were already moving northward in Iran toward the Russian frontier. If true and if followed by British troops, it would be the first time since the German invasion of Russia began that "aid to the Bolshies" got out of the headline stage and reached the battlefields that count.

Blackjacks in Italy. On June 11, 1940, Italy entered the war to win a quick victory on the cheap. By last week, with all hope of a quick victory dashed, the war itself had become a fearful expense.

In one seven-day spell Rome censors passed this news: for lack of soap Italian housewives are being officially advised to launder their linens with soaked horse chestnuts, boiled ivy leaves, potato paste. For lack of coal, no homes may be heated before Dec. 1.



SPOLETO

Because of a shortage of wheat, bread was rationed for the first time. The newspaper *Regime Fascista* squawked that defeatism was sweeping Trieste and applauded Fascist black shirts who beat up defeatists with blackjacks.

In the light of these first-hand admissions, second-hand reports reaching Turkey of hunger and unrest in northern Italy, of courts-martial in Milan and Trieste, of a "sharp decline" in morale throughout Italy, seemed increasingly credible.

Even in conquered Croatia, Serb and Croat rebels were making Italian occupation so difficult that an entire army corps was "re-occupying" certain areas. The Duke of Spoleto, designated King of Croatia last May, has still not dared set foot in his kingdom.

Windsors' Visit. The ex-Emperor of the British Empire and his American wife set out from the Bahamas for a six-weeks' vacation. In Miami, the Duke of Windsor said: "I want to observe world conditions during my trip," and on the train north he spent two hours in the cab of the Diesel locomotive. With 106 pieces of baggage, the Windsors arrived in Washington where they were given an official welcome befitting the Governor General of the Bahamas and his wife. They visited the President who had asked them to lunch but had canceled the invitation after the death of his wife's brother. The Duke visited the Secretaries of State and War. As he walked into the big buildings, greeting people with a curious stiff-armed gesture (see photograph), work virtually stopped. Government workers swarmed from the female-infested cubicles and were audible in their admiration. Even the admiration-hardened Duke blanched to overhear one spinstery secretary exclaim: "Look at his cayute dimples."

The Duke visited the Lincoln Memorial and asked a lot of questions about John Wilkes Booth. Then they went on to Alberta where the Duke wanted to straighten out matters on his ranch which he hadn't visited for 14 years.



DUKE OF WINDSOR AT STATE DEPARTMENT

End of Neutrality. Getting ready to emasculate the famous Neutrality Act of 1939, Senator Tom Connally, head of the powerful Senate Foreign Relations



CONNALLY

Committee, said he would support repeal of two all-important provisions of the act—the provision forbidding U. S. ships to enter belligerent waters and the provision forbidding the arming of U. S. merchant ships. Senator McKellar proposed repealing the whole act. Some repeal was certain to get through Congress quickly. Work was begun to arm U. S. merchant ships with 4-in. guns.

Six Percent Profit. To a Congressional committee which was skittering like a scared horse at the idea of fixing prices to stop an accelerating inflation, Secretary of the Treasury Morgenthau blandly proposed a pet idea. Why not, said the Secretary, put a 100% tax on all corporation profits over 6%. "In times like these," he said, "when a corporation earns 6% on its capital investment it ought to be satisfied." There seemed little chance that the Secretary's proposal would come soon to any fruit. But, like it or not, Congress was going to have to do some kind of price-fixing.



FORD

"Ford Jailed." According to clippings from a Nazi-controlled Dutch newspaper which arrived in the U. S. last week, Henry Ford has been put behind the bars on President Roosevelt's order for inspiring the German "V for Viktoria" campaign by naming his cars "V-8's." This outright lie was only equaled by another fraudulent tidbit handed out to the Dutch papers by the German Propaganda Ministry. The second lie claimed that the Nazis had been "reluctantly forced" to make German Jews wear yellow Stars of David over their hearts in retaliation for an American order compelling German nationals in the U. S. "to wear swastikas on their coats."

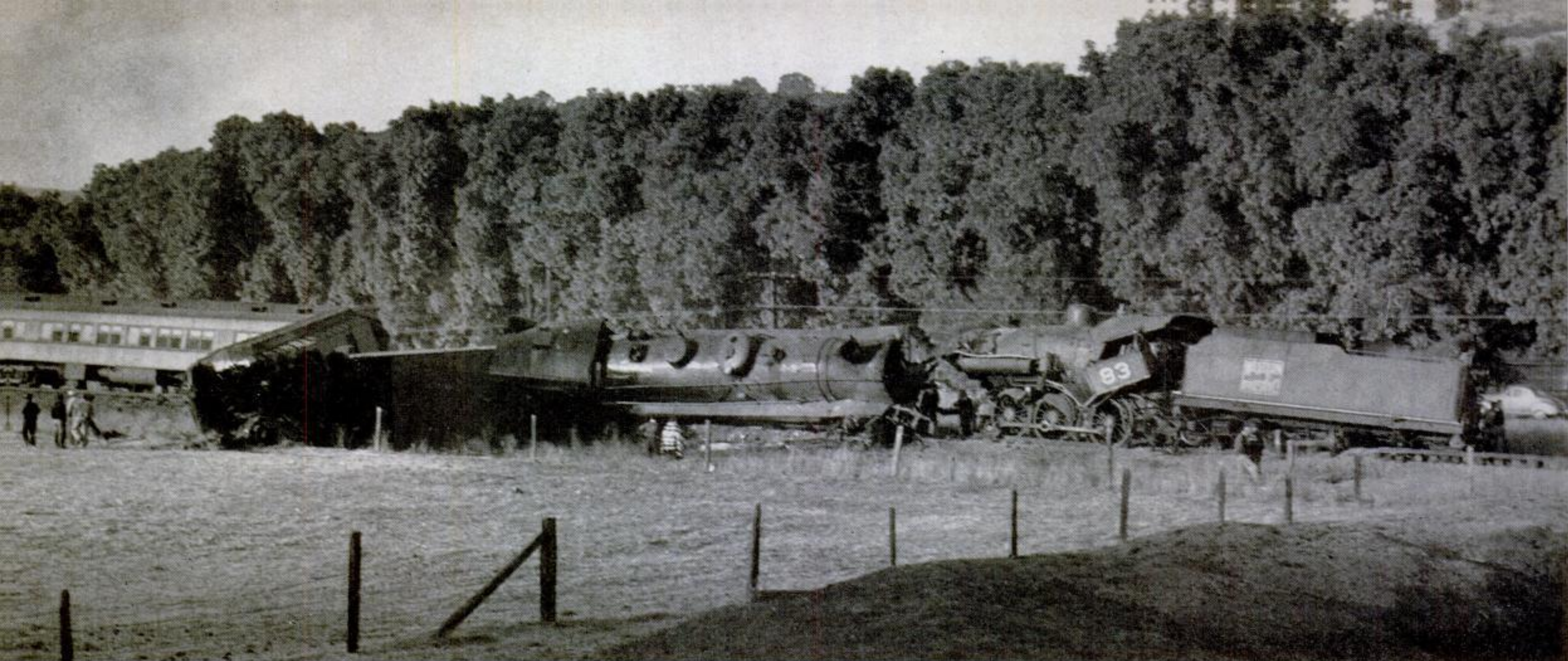
PICTURE OF THE WEEK

The most extraordinary picture of the whole baseball season is the one on the opposite page which was taken at the Oakland, Calif. baseball park and appeared in the *San Francisco Chronicle*. The police dog snatching the ball from a half dozen outstretched hands is Lady Fair, who belongs to Archie Niessen of Oakland. Along with Lady Smudge, whose paws and ears show behind her, Lady Fair regularly attends baseball games. She goes wild during exciting plays and has the local reputation of knowing what the game is all about.

This wonderful picture probably would not seem so wonderful, however, to baseball lovers 3,000 miles away in Brooklyn. All last week Dodger fans went around in a daze of glory for their scrappy team, which Brooklynites fondly called "Our Bums," won their first National League pennant in 21 years.



A dog named Lady Fair makes the baseball season's
most wonderful catch, fanging a foul fly in a game
between the San Diego Padres and the Oakland Acorns



THE WRECKAGE OF A CRACK CALIFORNIA EXPRESS (LEFT) LITTERS THE TORN TRACKS MORNING AFTER A COLLISION WITH A DEADHEAD FREIGHT LOCOMOTIVE OUTSIDE OAKLAND

HEAD-ON COLLISION

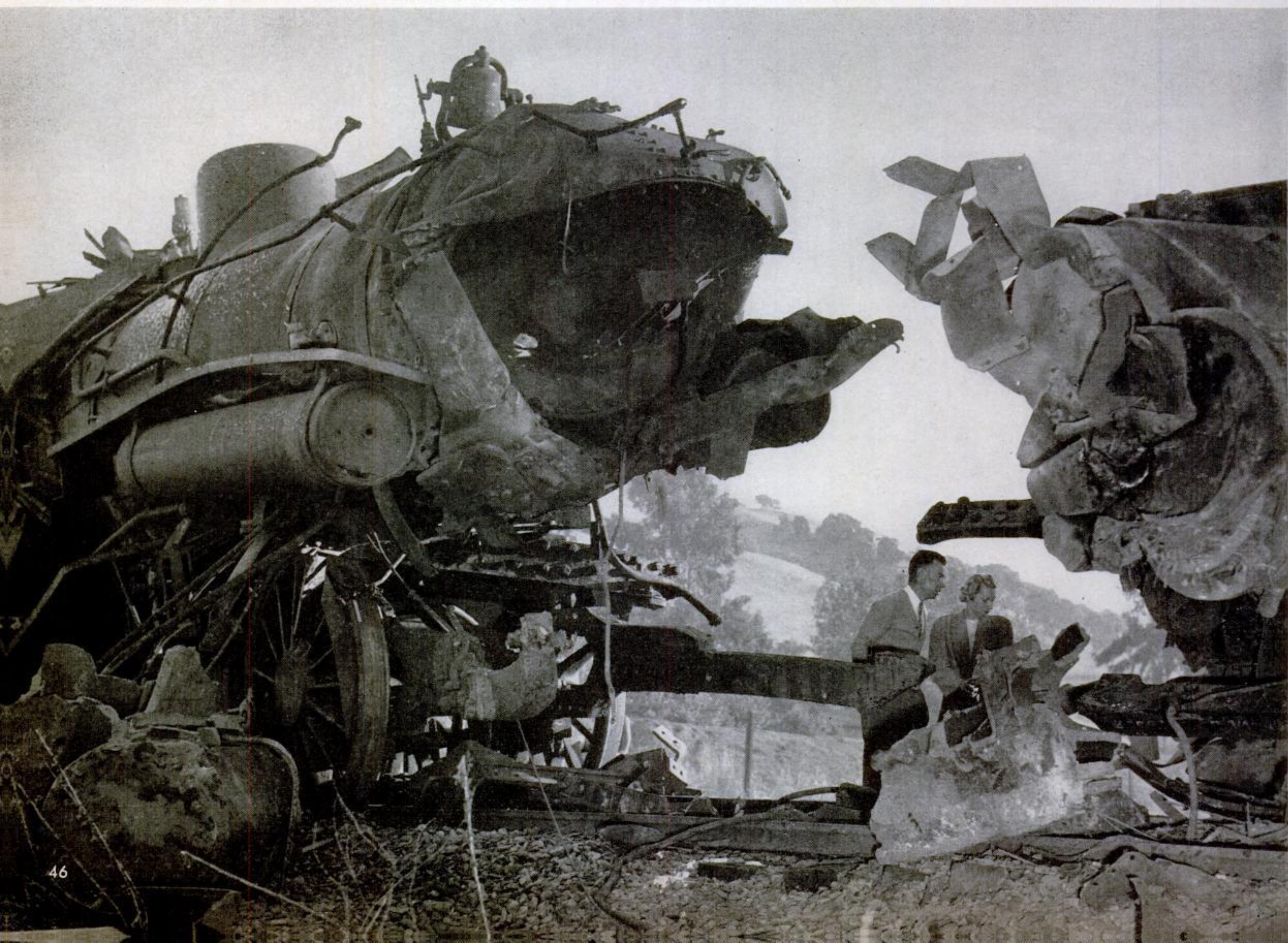
THREE KILLED AS FREIGHT ENGINE
CRASHES INTO FAST PACIFIC FLYER

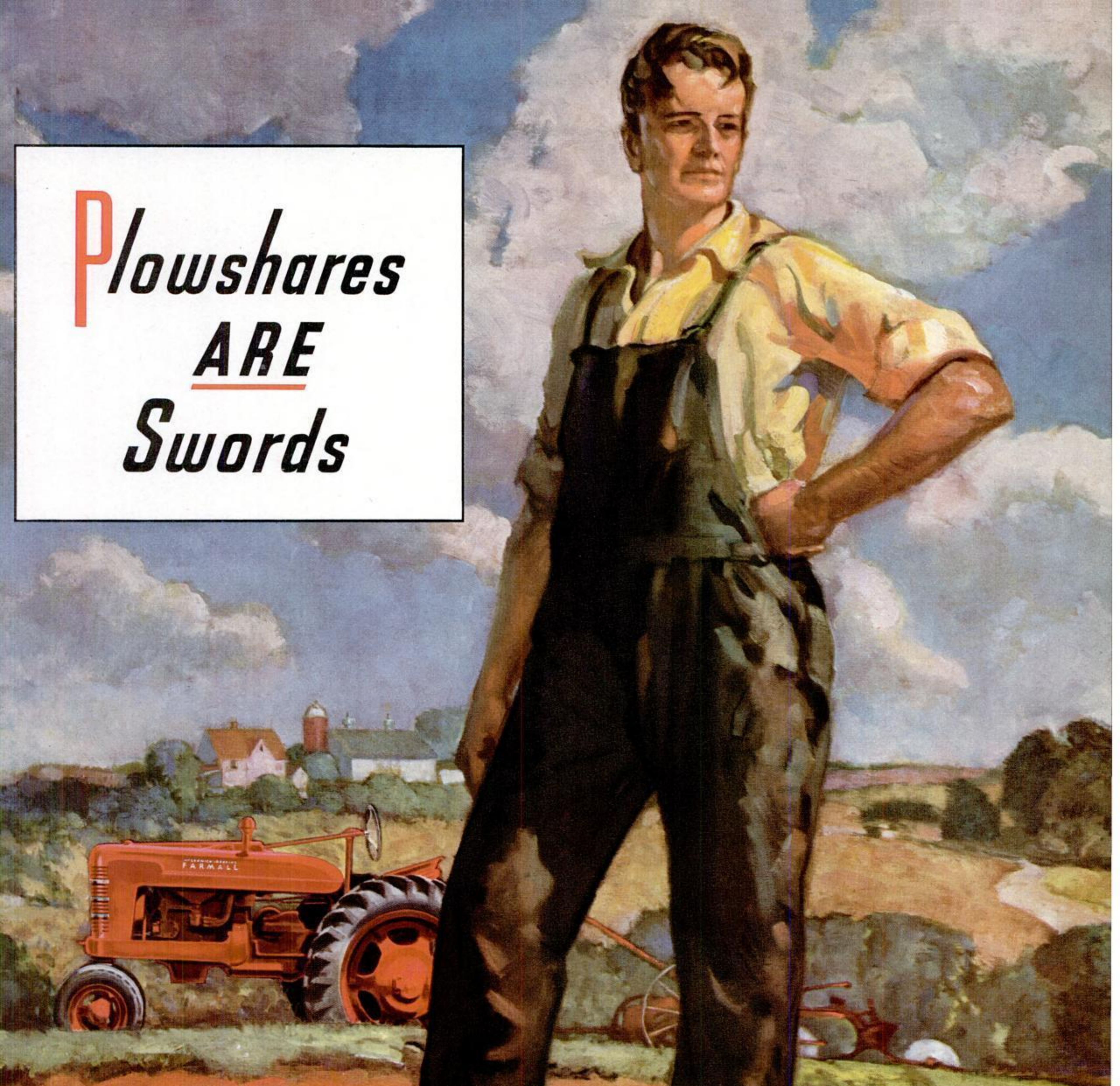
A little after 10 on the night of Sept. 22, the engineer of Western Pacific's crack Exposition Flyer looked down a stretch of track near Pleasanton, Calif. and saw the most horrifying sight that can meet a trainman's eyes. There not many yards away loomed the giant shape of a "deadhead"—an unattached freight locomotive, hurtling toward him down the single strip of track. Both engineers threw on their brakes. Passengers in the Exposition Flyer, an hour out of Oakland, were jarred from their seats. An instant later the two locomotives met headon.

A hurricane of escaping steam roared into the cab of the Flyer, suffocated and scalded to death the


imprisoned engineer and fireman. Both engines left the rails in twisted agonies of hot metal, dragging with them the baggage car and two passenger cars. The Flyer's baggageman, hurled clear through the front end of his car into a litter of sheared steel, died in a hospital a few hours later. Only these three trainmen were killed. Twelve other persons, nine of them passengers, were injured. The engineer of the freight locomotive had managed to jump, after applying his brakes, and escaped along with his firemen. Neither could explain the accident. Only official comment was made by a division superintendent of the line. "Evidently," he said, "somebody made a serious mistake."

THIS IS WHAT HAPPENS WHEN TWO LOCOMOTIVES COLLIDE. AT THE LEFT IS THE MANGLED HULK OF FREIGHT ENGINE NO. 83. AT THE RIGHT: REMAINS OF THE EXPOSITION FLYER



A large, stylized illustration of a man in a yellow shirt and dark overalls, standing with his hands on his hips in a rural landscape. In the background, a red tractor is visible, and a small farm with a silo is nestled among trees. The sky is filled with soft, white clouds.

Plowshares ARE Swords

A small icon showing two crossed plowshares and two crossed swords, symbolizing the transition from war to peace.

MODERN WAR is a battle for materials. To check the life-giving flow of materials, British warships ring the European continent while German bombers and submarines encircle Britain.

Beyond comparison, the most vital of materials is food. Unlike steel or copper, aluminum or rubber, food has no substitutes. We have it or we do not have it. With it, all things are possible. Without it, tanks and planes can give no security.

If the defense of America is to be certain, food for 130,000,000 Americans, and those who stand with us, must come regularly to market.

Today, as always, the production of that food is the task of American farmers. Today, more than ever, American farmers are relying on the farm equipment industry to provide them with the mechanized tools of agriculture. For, while the need for farm products rises, the supply of farm labor constantly dwindles as men are diverted to the Armed Services and the factories.

This Company and the industry of which it is a part have the factories, the trained employees, the engineering skill, and the distributing organizations to get these vital tools to the farmers of America where they need them

and when they need them — *subject only to the allocation of materials.*

Swords are beaten into plowshares when peace follows war. Today, throughout the world, plowshares are beaten into swords . . . In America, the greatest food-producing country in the world, it is well to consider that **Plowshares Are Swords!**

Fowler McCormick
President
INTERNATIONAL HARVESTER COMPANY • CHICAGO

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INTERNATIONAL HARVESTER

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What happened to the fourth Manhattan?

WE RECENTLY ASKED a famous photographer to take a picture that would really do justice to the magnificence of Manhattan Cocktails made with today's Four Roses Whiskey.

He brought us the photograph you see above. We were tremendously pleased

with it. But, knowing that, in the past, his Four Roses photographs have usually shown *four* cocktails, we asked, "What happened to the fourth Manhattan?"

His answer amused us—and pleased us. So we asked him to re-enact just what did happen to it—for your benefit...



First, with infinite pains (for our friend is a true connoisseur), he mixed the four Manhattans... using one-sixth *dry* Vermouth... one-sixth *sweet* Vermouth... a dash of Bitters... and for the remaining two-thirds, Four Roses. Stirring well with cracked ice, he poured the ruby-gold libation into the four glasses. So far, so good.



Next, he worked out the composition of the picture, being careful to give the Manhattans and the Four Roses bottle the patrician surroundings they deserve. For this Four Roses, he'd heard, was the very finest whiskey we'd ever made or known in the past 76 years. And that, he knew, meant it was finer than any whiskey *anybody* ever made!

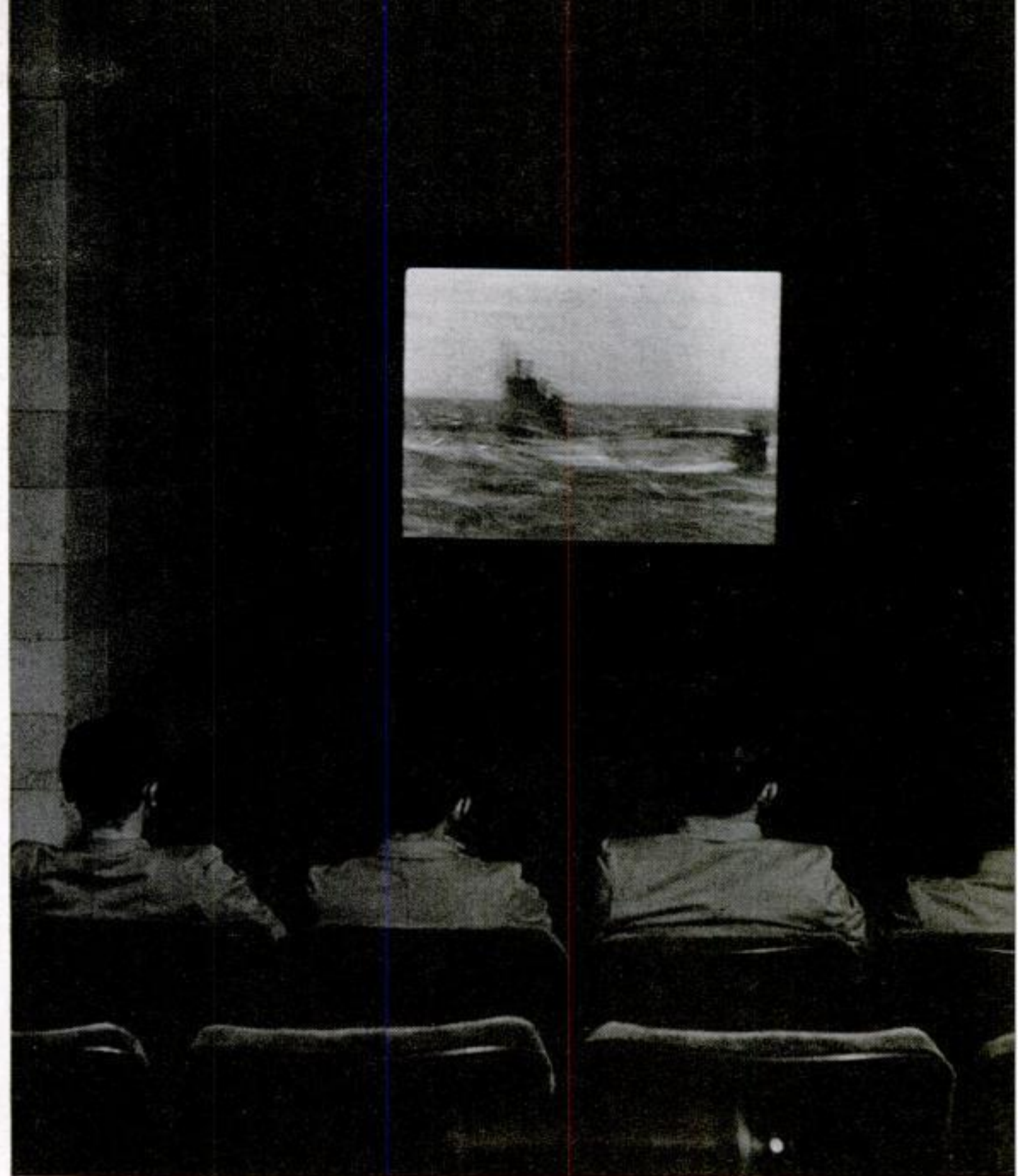


In fact, (he confided), this Four Roses made such downright gorgeous-looking Manhattans, with such ambrosial aroma, that... well, *he drank that fourth Manhattan!* And now we wish that *you, too*, would discover the satin-smooth perfection, the softly exquisite flavor, of today's Four Roses. Just try this matchless whiskey—won't you?

Four Roses is a blend of straight whiskies—90 proof. The straight whiskies in Four Roses are 5 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore



FOUR NORWEGIAN BOYS (A, B, C AND D) TELL "MARCH OF TIME" ABOUT ESCAPE FROM NORWAY



THEY WATCH THE "MARCH OF TIME'S" COMPOSITE STORY, "NORWAY IN REVOLT"

NORWAY FIGHTS ON IN INVISIBLE WAR

"MARCH OF TIME" SHOWS REVOLT

Of all their many conquests, the German masters of Europe have discovered, the Norwegians are the most dangerous, proud and rebellious. The continuous revolt of Norway is the most gallant and poignant story in Europe today. Reports of it are few and fragmentary. There are no pictures of it whatever. But all through Norway, the tall grave men look at their new "masters" and cannot admit to themselves that the Germans are the better men.

The *March of Time* set out to tell the story of Norway's hidden war on the German tyrants. It found several score Norwegian youths who had escaped from Norway after a year of underground work against the Nazis. They told how they mimeographed little newspapers of revolt, radioed military information to the British, flashed blinker signals to the British bombers coming in at night, tore up railway tracks, ruined German fortifications by mixing too much sand in the concrete, poured kerosene in the boxes of fish going to Germany (see below). When France fell too, some of the old people of Norway gave up, but not the young. They still skied constantly, but now it was in training for renewed war. In the depths of the forests they set up their short-wave radio apparatus to send to England. When they passed Norwegian traitors whom they knew, perhaps 1% of the whole population, they did not speak or look at them. They always arranged to escort girls at night, for the snubbed and lonely German soldiers began attacking Norwegian girls after dark.

The near-suicidal work of the young rebels in Norway was of great value to the enemies of Hitler, but finally the young men gave in to their gnawing desire to meet the Germans in open battle. By fours and dozens and scores, they slipped out of Norway to England. Two of the four at top escaped by way of Sweden, Moscow, Gobi Desert, Chungking and the U. S., a third took the route south out of Russia through Turkey, Iraq, Bombay and Capetown. About 100 a month escaped by small boats from the coast of Norway, as shown on the following pages. They left without saying goodbye. Some were never seen again. Most made it.

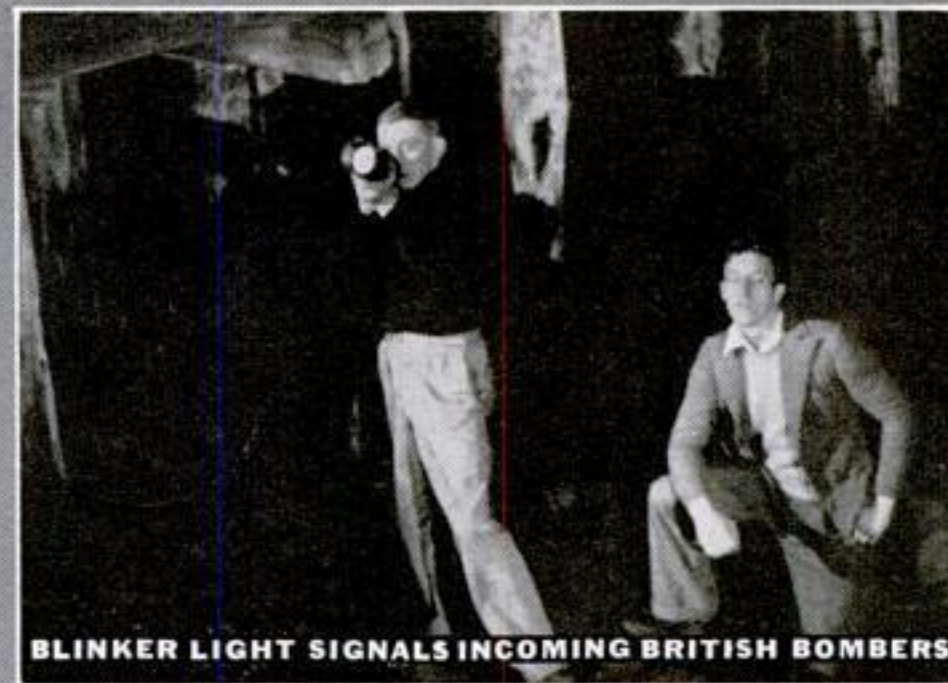
When these boys saw the *March of Time* newsreel, *Norway in Revolt*, they were moved but they said that it was an understatement of what they had seen before their escape. Many of them acted in the *March of Time's* re-enactment. And by a lucky chance the same British submarine that had rescued a batch of them put in at Portsmouth, N. H., and re-enacted its adventure in the North Sea (see the following pages).



ANTI-NAZI TRUTH IS PRINTED SECRETLY BY BOYS



SHORT-WAVE RADIO TELLS BRITISH GERMAN SECRETS



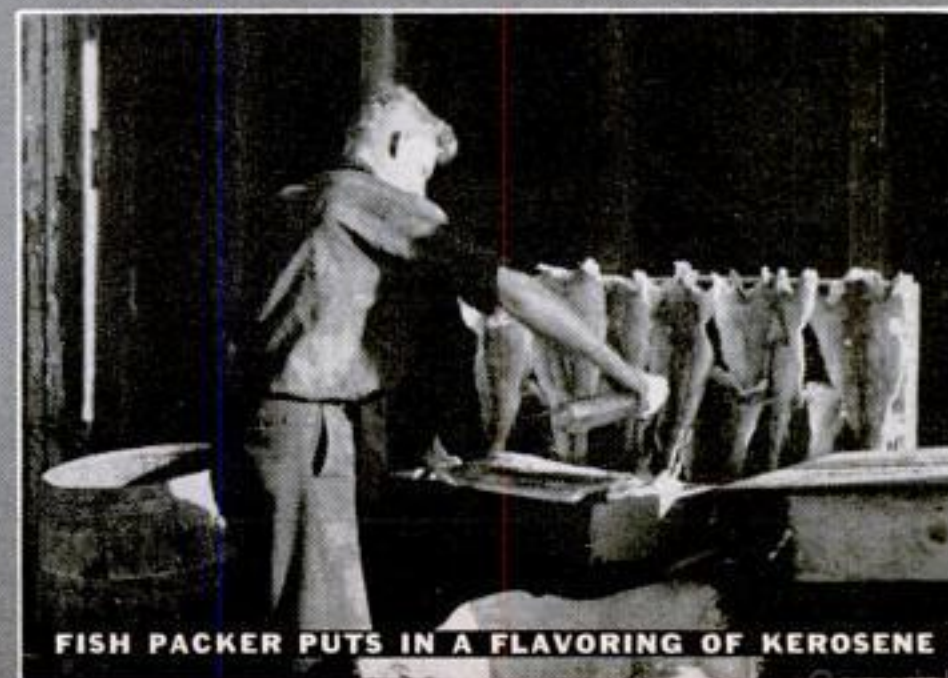
BLINKER LIGHT SIGNALS INCOMING BRITISH BOMBERS



NORWEGIAN BOYS TEAR UP NORWEGIAN RAILROADS



GERMAN FORTS WILL CRUMBLE FROM BAD CONCRETE



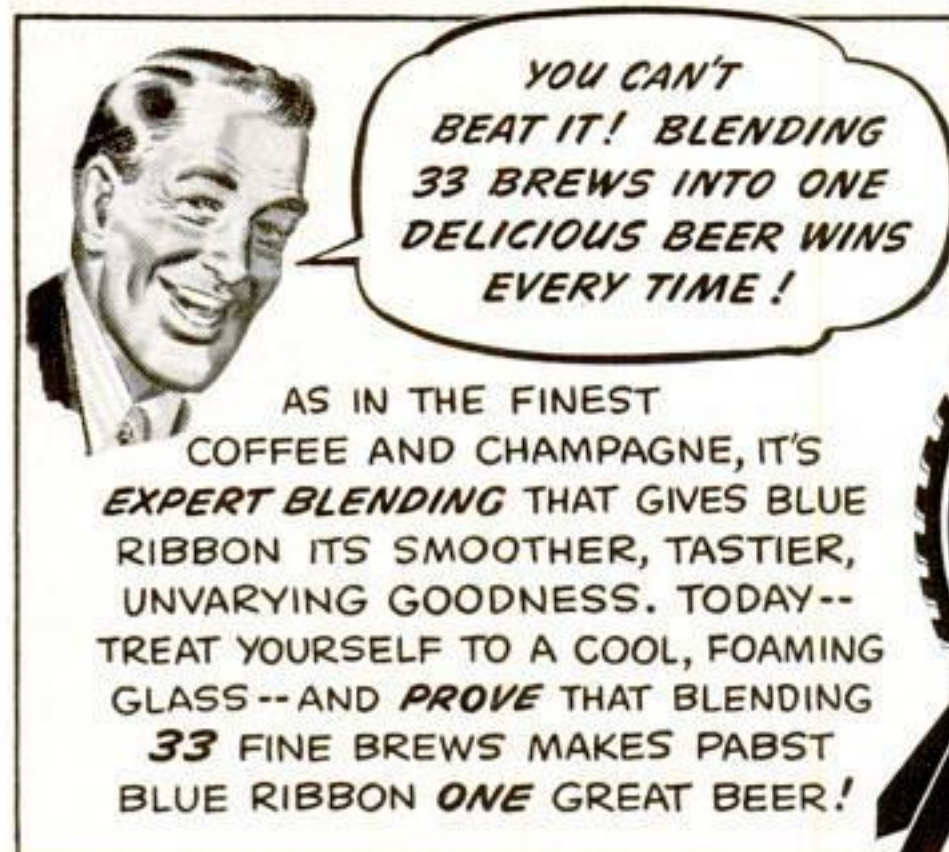
FISH PACKER PUTS IN A FLAVORING OF KEROSENE

CONTINUED ON NEXT PAGE

material

...and I'll Bid
"33 to 1"

I'll
**Double
That!**



Enjoy it in full or club size bottles, handy cans, and on draft at better places everywhere.

Copyright 1941, Pabst Brewing Company, Milwaukee

33 FINE BREWS BLENDED TO MAKE ONE GREAT BEER!

...IT'S SMOOTHER...IT'S TASTIER... IT NEVER VARIES



Norway
(continued)



Siphoning gasoline from a German officer's automobile in Norway, Norwegian A gets fuel for escape boat. Boat also had a sail to get to England.



Hiding it in basket, Norwegian A carries gasoline can onto fishing boat he and his friends have chosen for escape. All preparation must be secret.



At the zero hour, Norwegian C (left) sets sail for midnight run down fjord past guards, searchlights, Nazi coast-patrol boats. This is tense moment.



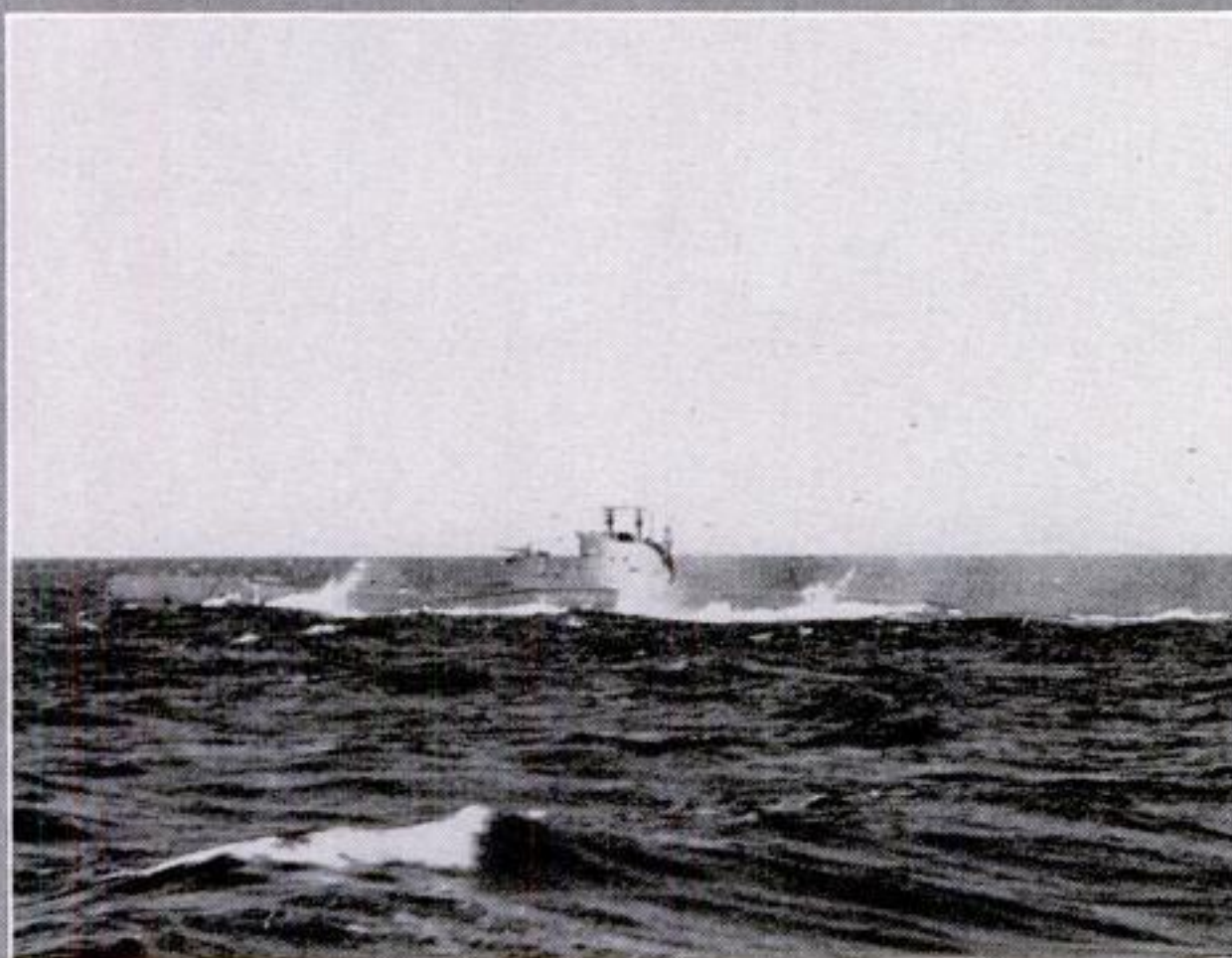
Out on North Sea, as many as 30 men may be piled into the tiny cabin, while three men on deck at a time pretend to be on ordinary fishing trip.



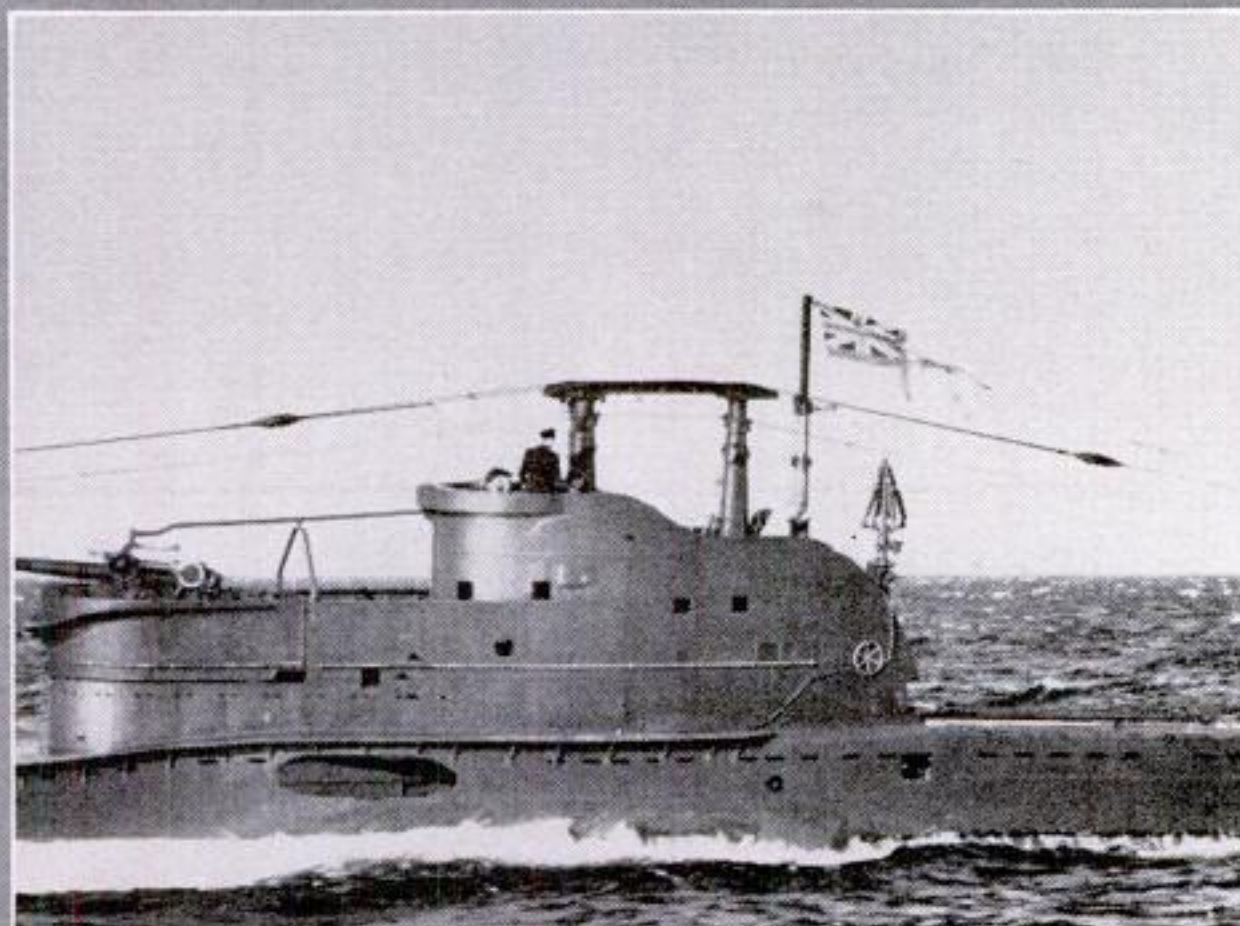
Watching incessantly for Nazi planes, submarines, patrol boats, Norwegian D steers for Scotland. Discovery would mean concentration camp or death.



Using schoolbook maps, compass, boys take up to three days to make Scotland. Once Nazi planes strafed them. They got out nets, pretended to fish.



Dread sight of a submarine breaking water alongside is climax of *March of Time* escape story. If it is German U-boat, Norwegian boys are done for.



Horrible suspense is ended when British White Ensign is broken out. Submarine is the *Truant*, which really rescued boatload of Norwegian boys.

CONTINUED ON NEXT PAGE

Celebrating Wembley Tie Week

OCTOBER 6th TO 11th

Man, it's your party!

They're "uncorking" all
the new fall styles at
your men's shop right now!

See your becoming colors
in

Wembley NOR-EAST NON-CRUSH TIES

You've the whole rainbow of Wembley solid colors to choose from—42 in all—perfect color companions for your Autumn suits and shirts. And Wembley's hundreds of ahead-of-time patterns—dignified or daring—keep their fresh fine appearance. The imported Nor-East Non-Crush fabric resists wrinkles, ties trimly and smartly time after time.

See latest shirts, sweaters, gloves, socks

At 10,000 men's stores, Wembley Tie Week will be celebrated with displays of newest styles in shirts, sweaters, socks—all the "trimmings" to complete a colorful fall wardrobe. Visit your favorite store today.

To be sure it's a genuine Non-Crush Tie, look for the Wembley Nor-East label.



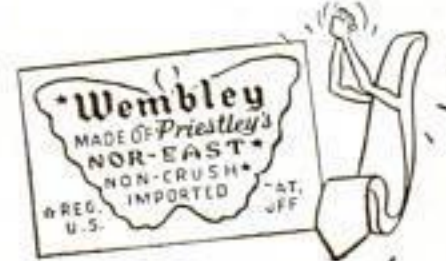
Crush it!



Twist it!



Knot it!



Not a wrinkle!

COPYRIGHT 1941, WEMBLEY, INC., NEW ORLEANS

NOW THAT'S WHAT I CALL
CHOCOLATE FROSTING!
NEVER GRAINY—
NEVER RUNNY—
NEVER FAILS!



"IF you want to make the family's eyes pop," says Elsie, the Borden Cow, "try making chocolate frosting with Borden's Eagle Brand Condensed Milk. It's beautiful to look at... better to taste... and only 5 minutes to make!"

Just Follow This "Magic" Recipe:

MAGIC CHOCOLATE FROSTING

2 squares unsweetened chocolate
1½ cups (large-size can) Eagle Brand
Sweetened Condensed Milk
1 tablespoon water

• Melt chocolate in double boiler. Add Eagle Brand Condensed Milk. Stir over rapidly boiling water 5 minutes until mixture thickens. (Takes only 5 minutes to thicken perfectly!) Remove from heat. Add water. Cool. Spread on cold cake. Covers tops of two nine-inch layers. Note: To cover tops and sides of three 8-inch layers, double the recipe.

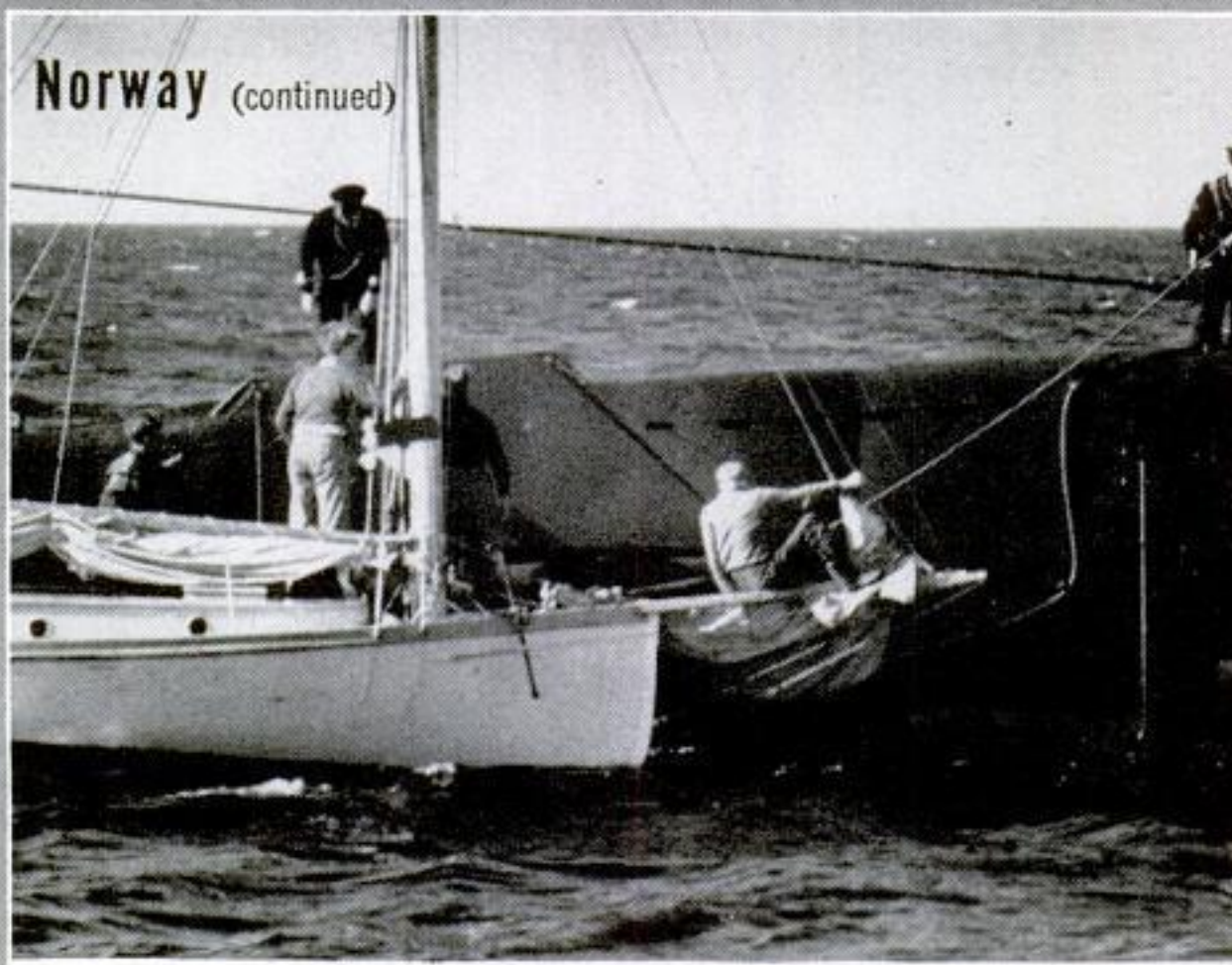
★★ Borden's Eagle Brand comes in two sizes: the new half-size, half-price can and the large can—both at your grocer's now. There's a Magic Recipe Leaflet on each can. Look for the famous Eagle Brand ice cream recipes!



IF IT'S BORDEN'S
IT'S GOT
TO BE GOOD!

Copyright 1941—The Borden Co.

Norway (continued)



On orders from British submarine *Truant*, Norwegian C (left) and others come alongside. Blond lad at mast actually escaped from Norway this way.



Safe, if British submarine makes England, boys go below. Two of these were Norwegian merchant sailors who made port in New York and France.



Norwegians in Canada, training to fight, include Norwegian B (left), one wounded at Narvik, two who escaped with British from Lofoten Islands.



In Little Norway, training center in Canada, Norwegians run out to pilot American-built airplanes. These are Curtiss P-36 and Douglas 8A planes.

HOT DAN the MUSTARD MAN

THEY HAIL ME AS A
PEPPER-UPPER! I GIVE ZEST
TO EVERY SUPPER! WITH
FRENCH'S MUSTARD
SMOOTH AND BRIGHT
THE SIMPLEST MEAL IS
PURE DELIGHT!



Smoother...
Creamier!

THE
FLAVOR
GETS 'EM
EVERY
TIME!



LARGEST SELLING PREPARED
MUSTARD IN U. S. A. TODAY



Guinness, the wonderful brew praised by Charles Dickens, Disraeli, Thackeray, Robert Louis Stevenson, brings out an oyster's finest qualities.

Guinness is racy, hearty, full bodied and enhances the delicate flavour of fresh, plump oysters.

Be sure to try GUINNESS the next time you have OYSTERS!

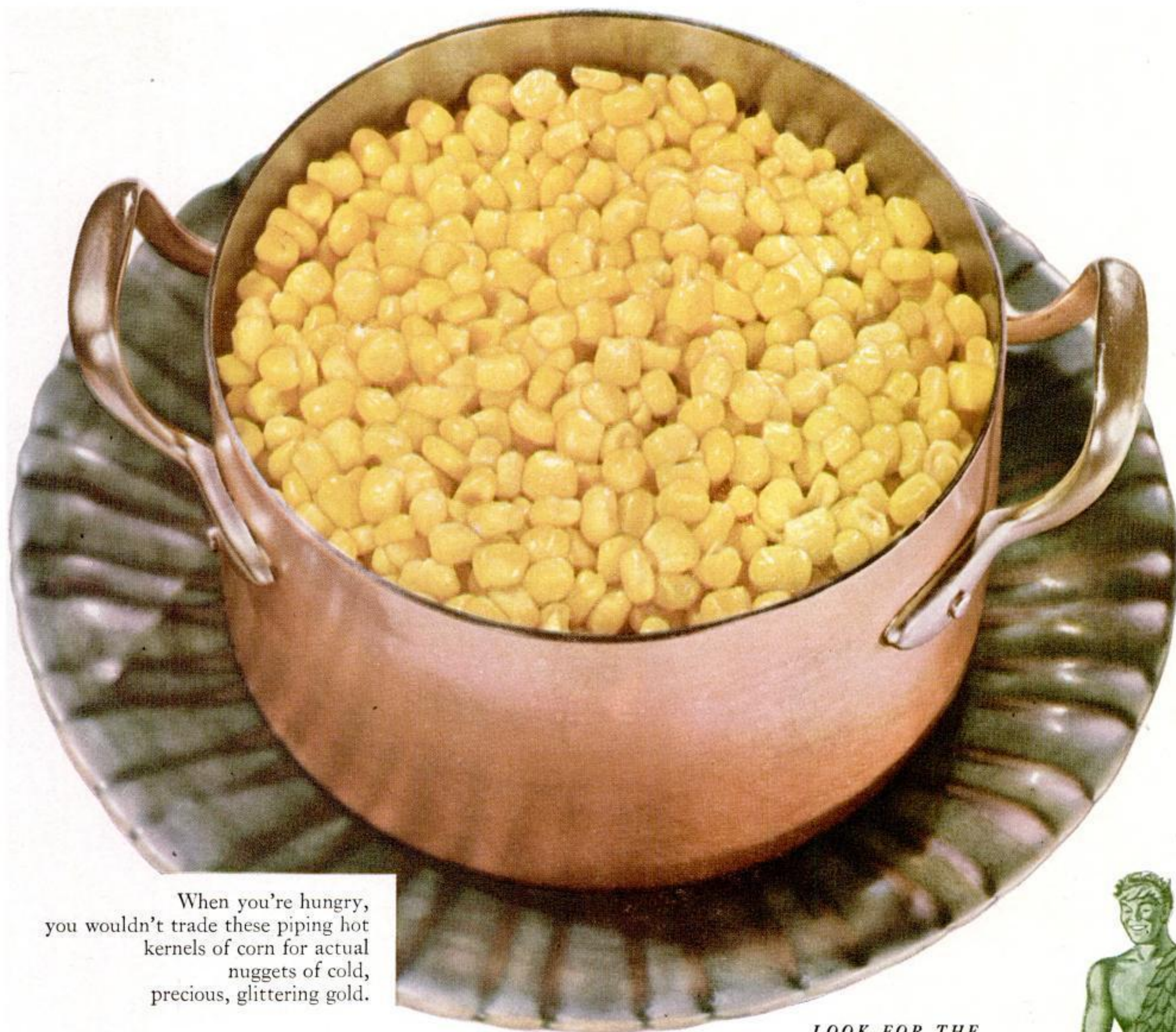
GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759. It matures over a year in oak vats and in the Bottle. Like draught beer, Guinness is not pasteurized or filtered. It thus contains active yeast... all its natural goodness.

GUINNESS

IS GOOD FOR YOU

W. A. Taylor & Co., N. Y. C. Sole Dist. U. S. A.
FREE: Irish Rarebit recipe, also Story of Guinness,
44 pictures; write Guinness Dept. X-258, W. A.
Taylor & Co., 10 Rockefeller Plaza, New York City.
GU-268

THE POT OF GOLD



When you're hungry,
you wouldn't trade these piping hot
kernels of corn for actual
nuggets of cold,
precious, glittering gold.

LOOK FOR THE
GREEN GIANT ON THE LABEL



"NIBLETS"
BRAND REG.
U. S. PAT.
OFF

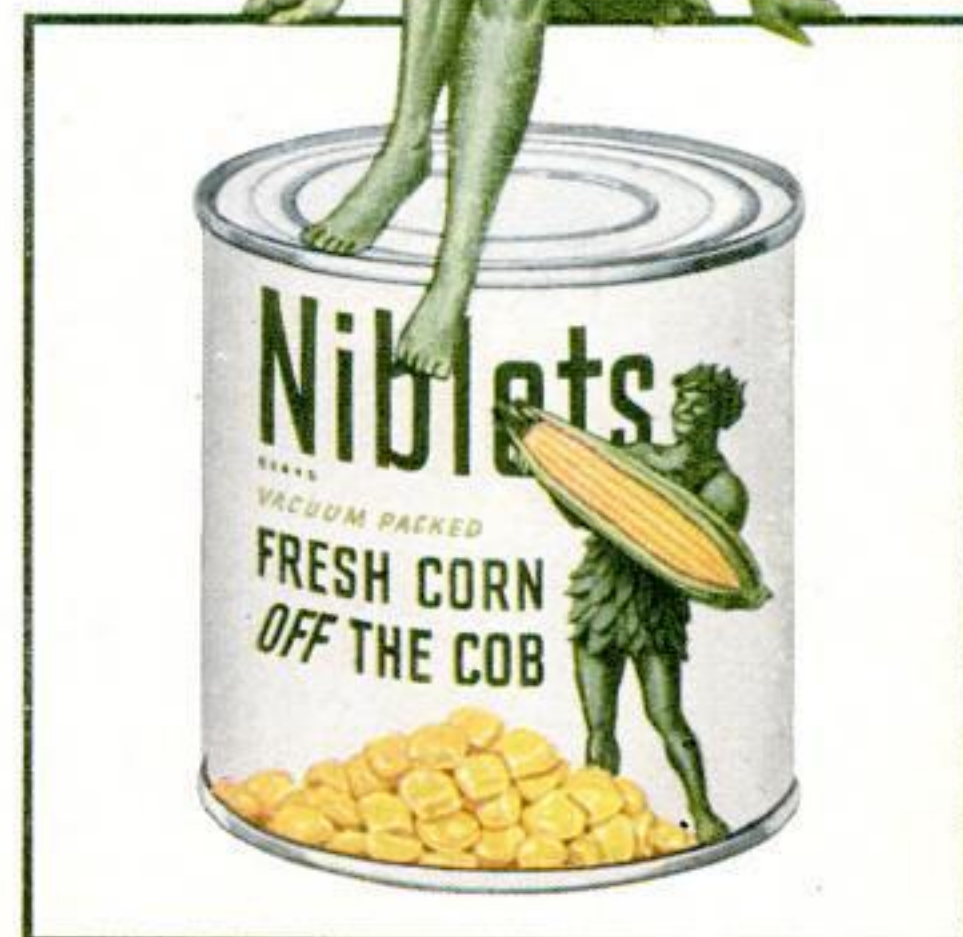
This is a dish of Niblets Brand whole kernel corn, painted with the sun of Minnesota skies, bursting with the richness of the good earth, tender as the breezes of Hiawatha-land, where it is grown.

These aren't merely kernels put into cans. These are eating morsels bred and built from the noblest virtues, from thousands of breeds. Planted with care. Guarded through growth. Harvested when seed, sun, earth and rain have done their best.

This is the most American of all

things to eat. Its ancestors gave the Red Man strength as he hunted the bison — kept him satisfied through long, cold winters; served the Pilgrim and the Puritan; helped keep body and soul together when America was young.

This is Niblets Brand Corn. Corn-on-the-cob without the cob. A Pot of Gold in a can. Marked by the big Green Giant. Known in the homes where they love to eat. Sold in the stores where they know good food. Priced low enough for everyone to enjoy.



Niblets Brand whole kernel corn is very young, tender, sweet corn from a special breed of golden corn, cut from the cob when fresh, and sealed in vacuum with minimum added moisture. Rich in vitamins A (as carotene) and C. One can serves four or five. Simply heat with butter and serve.

Look for the Green Giant when you buy. Packed only by MINNESOTA VALLEY CANNING COMPANY, headquarters, Le Sueur, Minn. Also packers of Green Giant Brand Peas, Niblet-ears Brand Corn and Del Maiz Brand Cream Style Corn.

NIBLETS BRAND WHOLE KERNEL CORN



Precious Loot for Pantry Pirates!

Mother gets a big thrill out of her family's "pantry raids"... even invites the after-movie looting of her cake-box. That's because she happily has discovered feather-light, golden-brown Jane Parker Donuts—so downright tasty and delicious that more than 2 million are bought daily!

Try them for breakfast, dessert, picnics, parties and school-boxes. You'll agree: these tender nuggets of mouth-watering goodness are so easily digestible you'll simply want to "eat 'em by the dozen."

Made from a prized recipe, they're so soft and tender they fairly melt in your mouth. Yet, you *know* they are fresh—"dated" for freshness right on the package to assure you of absolute goodness. For your extra protection,

Jane Parker Donuts come in cellophane-wrapped, moisture-proof cartons.

Visit the Baked Goods Department in your A&P. Discover the extra goodness that *all* Jane Parker Donuts, Cakes and Rolls, and Marvel Bread offer you—thanks to guarded quality from source to sale. You get extra economy, too! That goes for all A&P brands... for A&P Coffees and Teas, Ann Page Foods and all the rest. This is made possible because A&P cuts out many unnecessary in-between costs... and shares the savings with you!

JANE PARKER "DATED" DONUTS

CONSUMER FACTS: Jane Parker Donuts are made from wholesome ingredients. They're "dated" to guarantee absolute freshness. Packed in handy cartons, wrapped in moisture-proof cellophane. Plain or sugared. Priced low to give you top quality at a big saving. More than 2 million bought every day!



America's Largest Selling Donuts

© 1941—The Great Atlantic & Pacific Tea Co.



*Many A&P brands bring you savings up to 25% compared to prices usually asked for other nationally known products of comparable quality. You'll enjoy the goodness of our 33 Ann Page Foods—A&P Teas and Coffees—White House Evaporated Milk—Marvel White Bread and Jane Parker Cakes, Rolls and Donuts—26 A&P Canned Fruits and Vegetables—12 White Sail Household Products—Yukon Club Beverages... and many other fine foods.

SOLD EXCLUSIVELY AT A&P



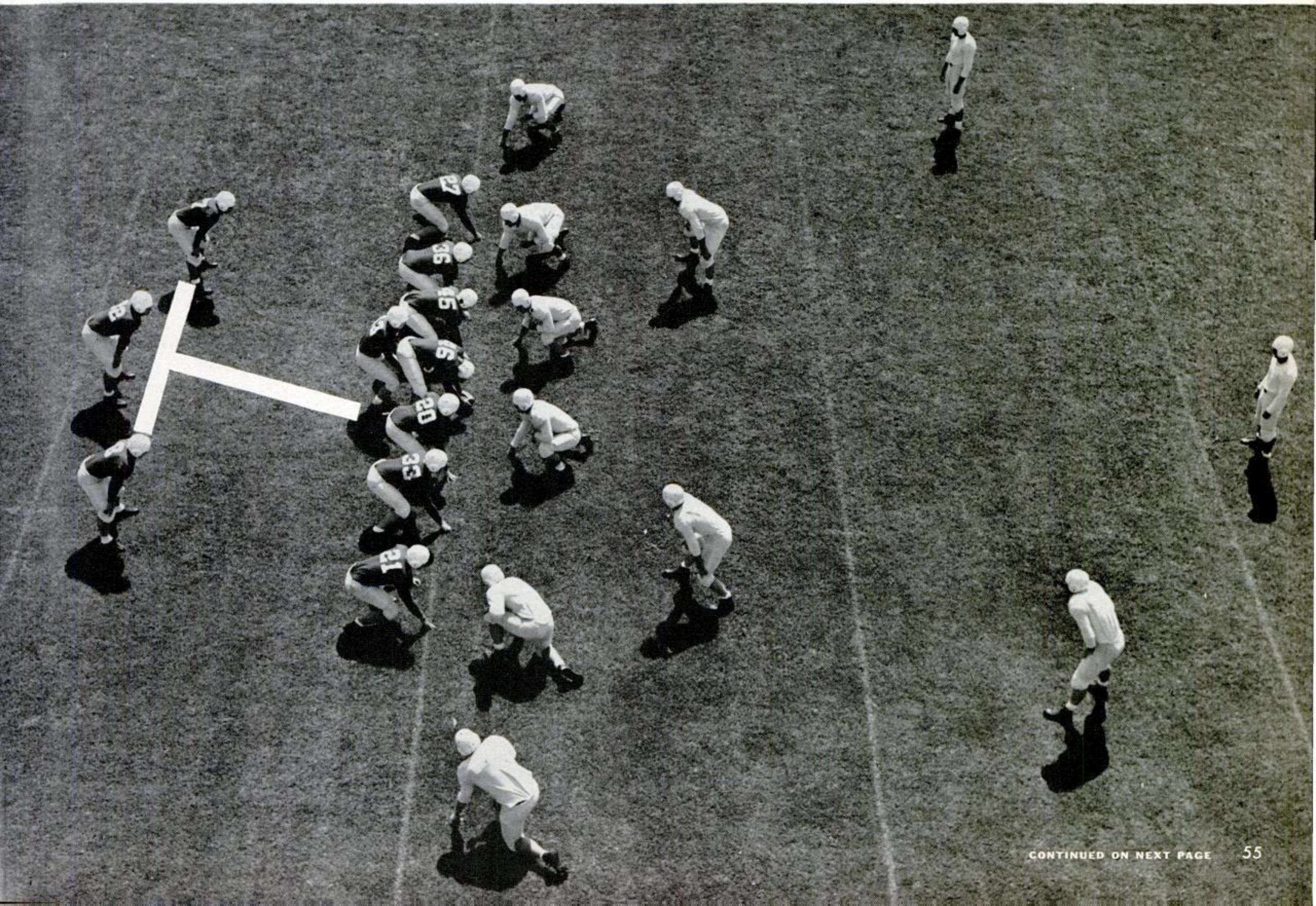
THE T-FORMATION STARTS FROM THIS HUDDLE, WHERE THE PLAY IS PICKED. HERE THE LINEMEN (BACKS TO CAMERA) FACE THE BACKFIELD. ENDS ARE AT EITHER END

STANFORD SUCCESS BRINGS T-FORMATION PLAY BACK INTO WIDE FOOTBALL USE

Ever since last fall football coaches have been worrying about the T-formation. The result of their worries will be evident on the football fields this fall where T-formations will be seen everywhere. The reason for the revival of interest in this football device is the huge success of the T-formation last year. The Chicago Bears used it to win the U. S. professional football title. Stanford used it to win the Rose Bowl game. Starting last year with a new coach, Clark Shaughnessy, and an underrated team, Stanford went undefeated. This year Stanford is again a national favorite in the famous Dunkel football forecast, which is printed on page 60.

The T-formation gets its name from the backfield formation shown below. A historic football device dating back to the days of the late Walter Camp, it returned to favor because defensive tactics had been greatly improved. Using five-men lines and shifting tactics, football defense gained an edge on offense. The T-formation is beautifully suited to disrupt defense by deception. It needs no pause for a shift. A tremendous variety of plays can develop out of it—straight plays, fake plays, fancy plays. When well-used, it keeps the defensive constantly on edge, constantly a vital step behind. Here some uses of the T-formation are demonstrated by the Stanford team.

T-FORMATION STARTS INTO ACTION WITH THE QUARTERBACK, WHO ALWAYS RECEIVES THE BALL, RIGHT BEHIND CENTER. OTHER BACKS ARE LINED UP 4 YD. BEHIND



...this is the season for

FREEMAN BROGUES

"Times like these," or any time, good leathers gravitate to Freeman . . . then on into shoes so stoutly chassid, so crisply styled, so expertly crafted, that you wonder how it's done for the money.

See Your **FREEMAN DEALER**
FOR NAME WRITE FREEMAN SHOE CORPORATION, BELLOIT, WISCONSIN

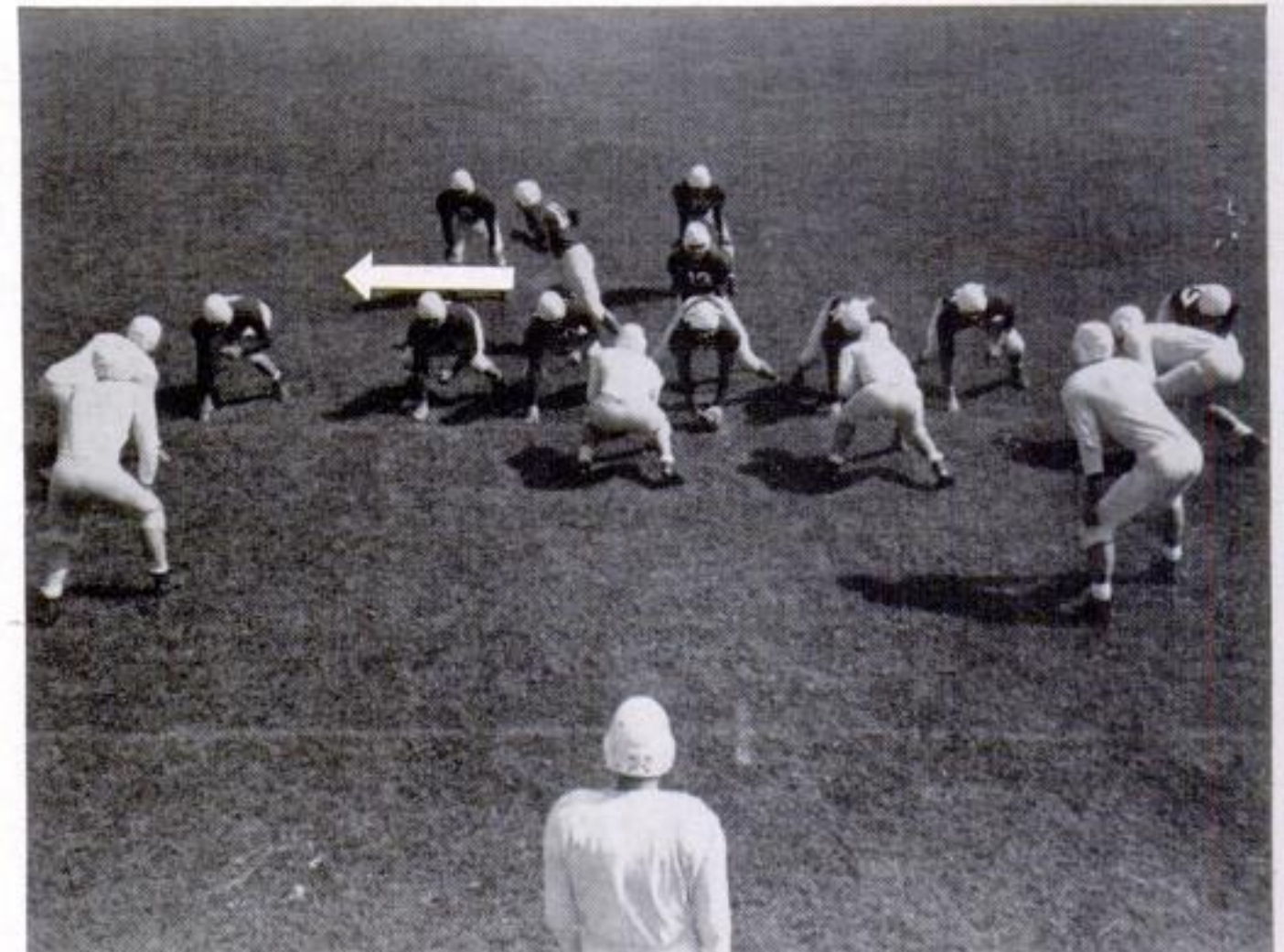
585 to 875

* Sturdy "4-Ply Bottoms"
Soft-Tanned, Hand-Stained,
Fine heavyweight leathers

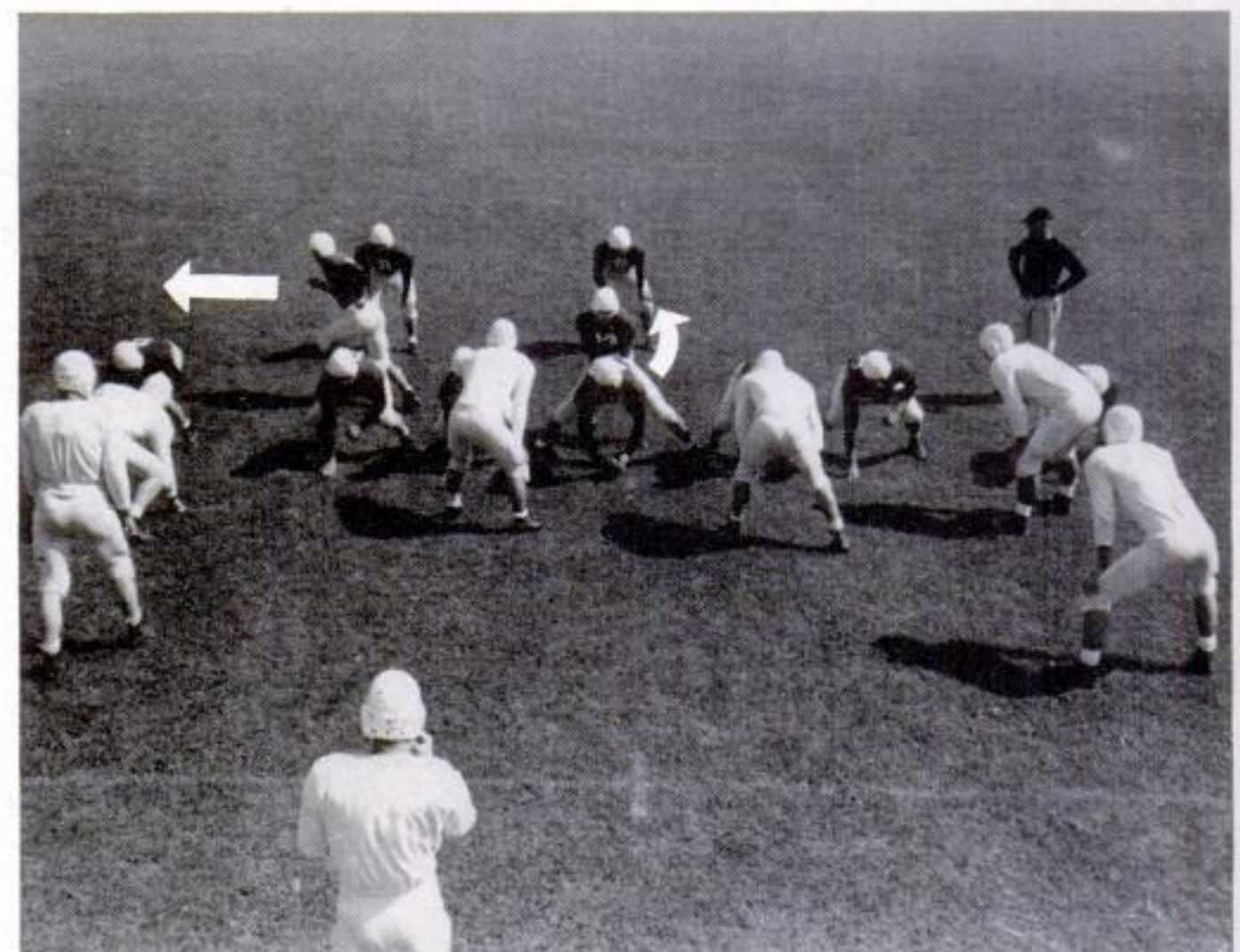
T-Formation (continued)

MAN IN MOTION GIVES OFFENSE A HEAD START

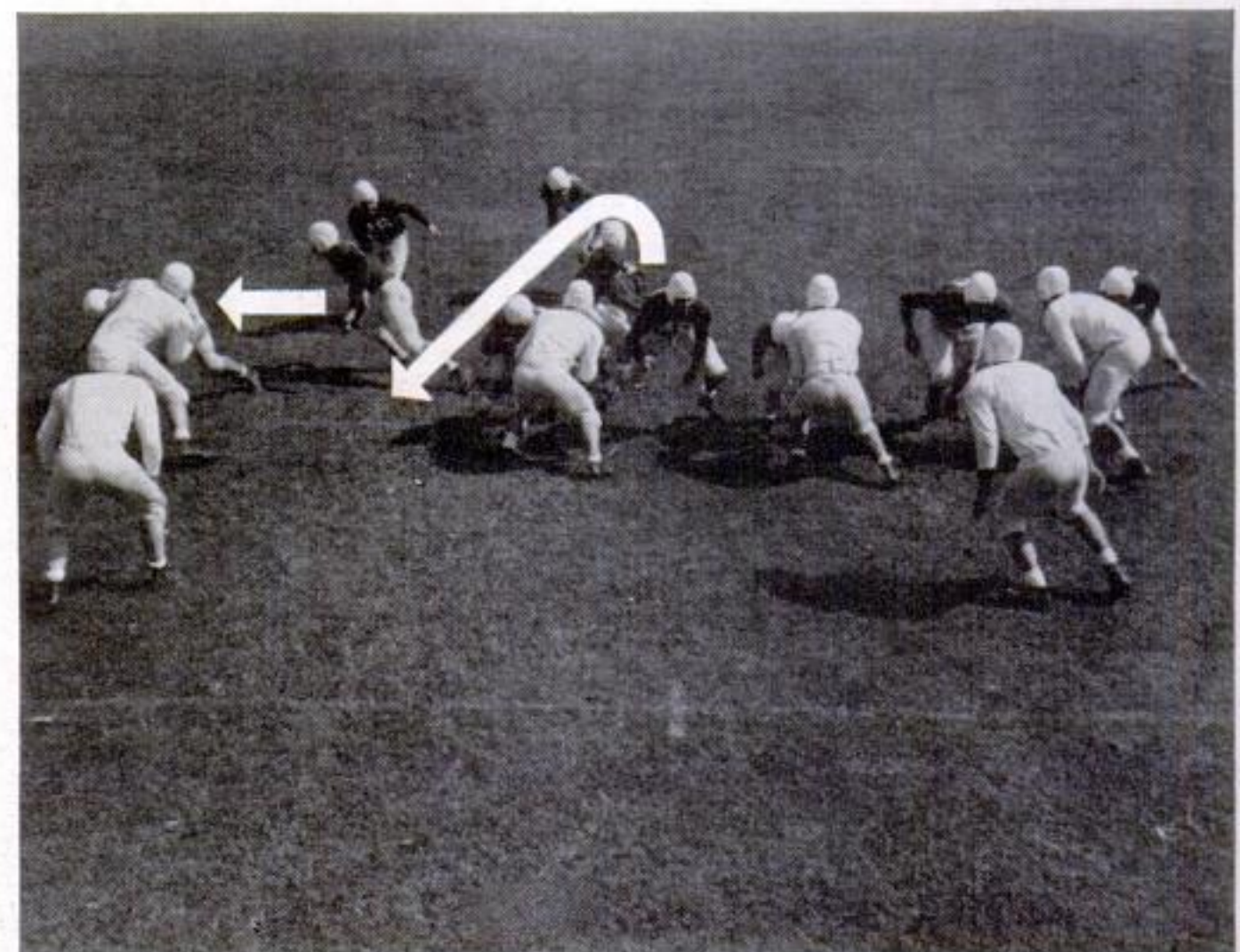
The T-formation emphasizes the use of a standard football device, the man in motion. This man is a back who starts running before the ball is passed from center, moves laterally behind the line. Sometimes he is closely involved in the play as a blocker, pass receiver or kick coverer. Often as not, he is a decoy pulling the defense out of position. His head-start makes the play fluid as well as deceptive.



Elementary T-formation play is this simple plunge between guard and tackle. Here the man in motion (arrow) is crossing over from right to left as center holds the ball.



Man in motion (straight arrow) is passing behind his tackle. Curved arrow indicates center will pass ball to the quarterback, who will then turn and hand it to fullback.



Play goes through the line as man in motion continues off to left to draw the defense over. But instead of following him, fullback plunges through big hole inside tackle.

CONTINUED ON PAGE 58

This year— why not enjoy the kind of quality foods you have always wanted?

Grocers are ready to help you—

AMERICA is going back to work!

Now — for the first time in years — millions of homes can afford the quality they have always wanted. And the variety every family needs.

Why not let Del Monte help you enjoy this better living to the full?

Just take your pick

No need to tell you how good Del Monte Products are!

American women have known Del Monte Canned Fruits and Vegetables — and preferred them — for more than a quarter of a century.

But do you realize the full extent of their practical service to you — every day?

Every time you plan a meal—think of the very real satisfaction and convenience of having more than

100 different, delicious varieties of fine foods to choose from

—all under one reliable brand—all uniformly and dependably right.

And remember—the wide variety of Del Monte Foods makes it especially easy to add, as a regular part of your everyday meals, a better balance of the vitamins and minerals so essential in adequate diets.

It is easy to buy Del Monte, too — no matter where you live.

Your grocer wants to please you

Take your own experience! Aren't Del Monte Products usually carried by grocers you like to trade with — progressive, efficient, up-to-date stores?

The very fact that any grocer specializes on Del Monte is good evidence of what a modern merchant he really is—that, first of all, he is look-

ing out for your own quality interests.

No guesswork—no experiments

By handling a complete Del Monte assortment, he saves your time. You don't have to guess—or experiment with a lot of different brands.

At the same time, it helps *his* business, too!

He can get along with a smaller investment in goods—cut down his cost of doing business—serve more customers, more easily and quickly.

There's some good Del Monte grocer near you! Why not discover the service he has to offer. Get acquainted with him now — and with the almost endless menu variety Del Monte brings you.

It will make your meal-planning easier — save you time and uncertainty — give you the kind of quality foods you want for your family.

Del Monte Foods

A VARIETY FOR EVERY MENU — AN APPEAL THAT ALWAYS TEMPTS

A partial list of the many delicious food products available under the Del Monte label

CANNED FRUITS Apricot Halves Whole Apricots Berries Cherries Whole Figs Fruit Cocktail Fruits for Salad Grapefruit Yellow Cling Peach Halves Yellow Cling Sliced Peaches	Elberta Peach Halves Elberta Sliced Peaches Pear Halves Sliced Pineapple Crushed Pineapple Pineapple Chunklets Pineapple Bars Pineapple Tidbits De Luxe Plums Prunes, Ready to Serve Spiced Fruits	CANNED VEGETABLES <i>Early Garden</i> Asparagus All Green Asparagus Green Lima Beans Stringless Green Beans Beets Whole Kernel Golden Corn Whole Kernel White Corn Cream Style Golden Corn Cream Style White Corn Golden Corn-on-the-Cob	<i>Early Garden</i> Peas Pumpkin Sauerkraut <i>Early Garden</i> Spinach Succotash Tomatoes Mixed Salad Vegetables CANNED JUICES Grapefruit Pineapple Tomato	DRIED FRUITS (in cartons) Apricots Peaches Prunes Mixed Fruits Seedless Raisins Seeded Raisins Dri-Pak Prunes (in cans) COFFEE Drip Grind Regular Grind	CANNED FISH Alaska Red Salmon Sardines Shredded Tuna Solid Pack Tuna MISCELLANEOUS Catsup Chili Sauce Pickles Preserves Tomato Sauce
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Score Two for All-Bran's Better Way!



"CALL THE FIRE DEPARTMENT!" is, figuratively speaking, the way my family and I used to treat constipation. We'd rush to the medicine cabinet for *emergency relief*. It never occurred to us to look for the *cause*, or to try ALL-BRAN's better way.



STRAIGHT TO THE MARK! Then I discovered that KELLOGG'S ALL-BRAN goes straight to the *cause* of common constipation, the kind that's due to lack of proper "bulk" in the diet—and wholesomely, naturally prevents it.



EXCUSE MY BACK, but I'd rather not illustrate the way those laxative doses used to taste. And to think I never knew what crisp, delicious, toasted ALL-BRAN could do.



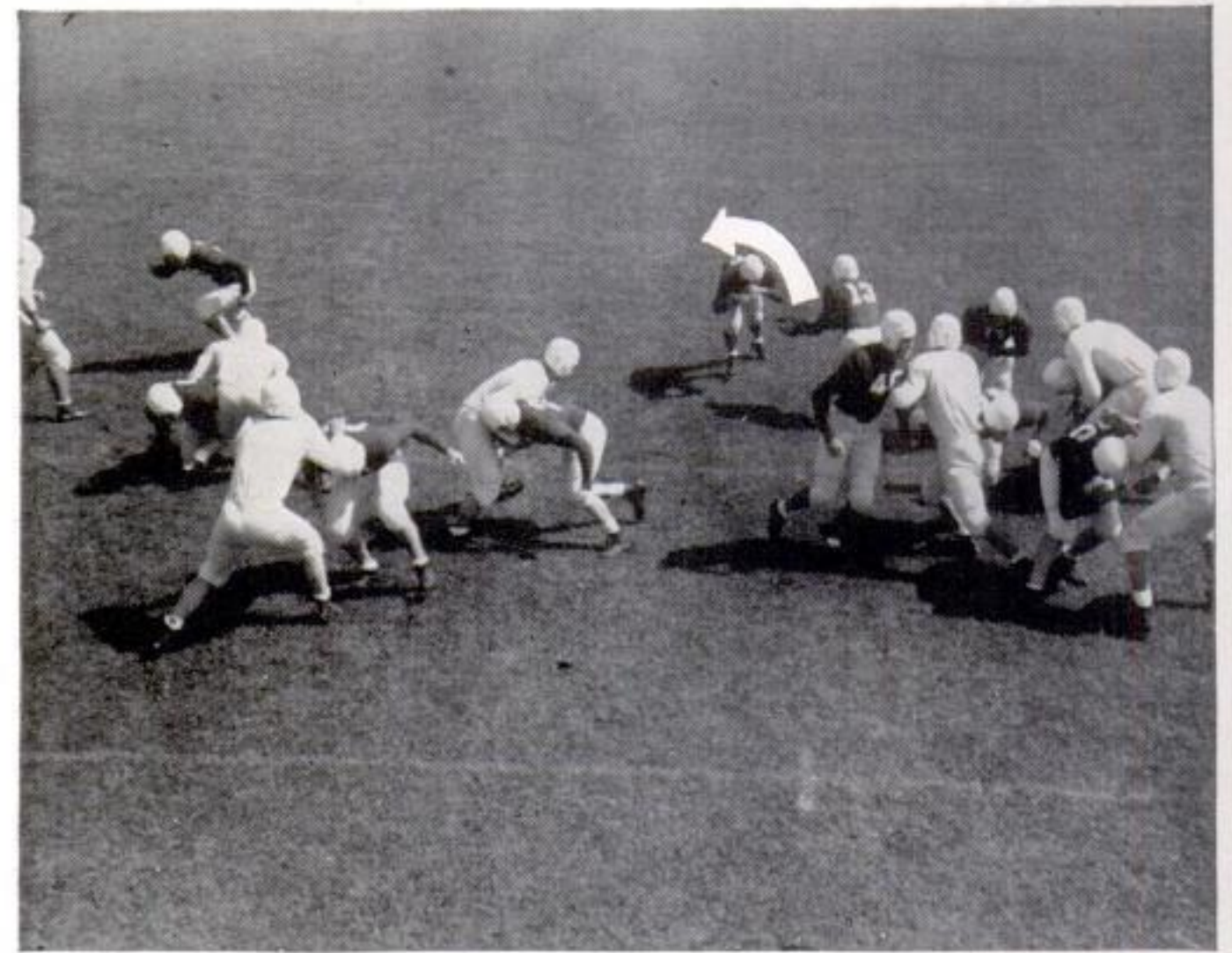
HAPPY DAYS! And, if your trouble is this common kind of constipation, may you discover the same enjoyable way to "Join the Regulars"! Crunchy, toasted KELLOGG'S ALL-BRAN is not only very effective, it's a lot more pleasant than the "hurry-up" remedies we used to take. Eat it with cream and sugar every morning, drink plenty of water, and get yourself in tune again.

Join the "Regulars" with
Kellogg's All-Bran

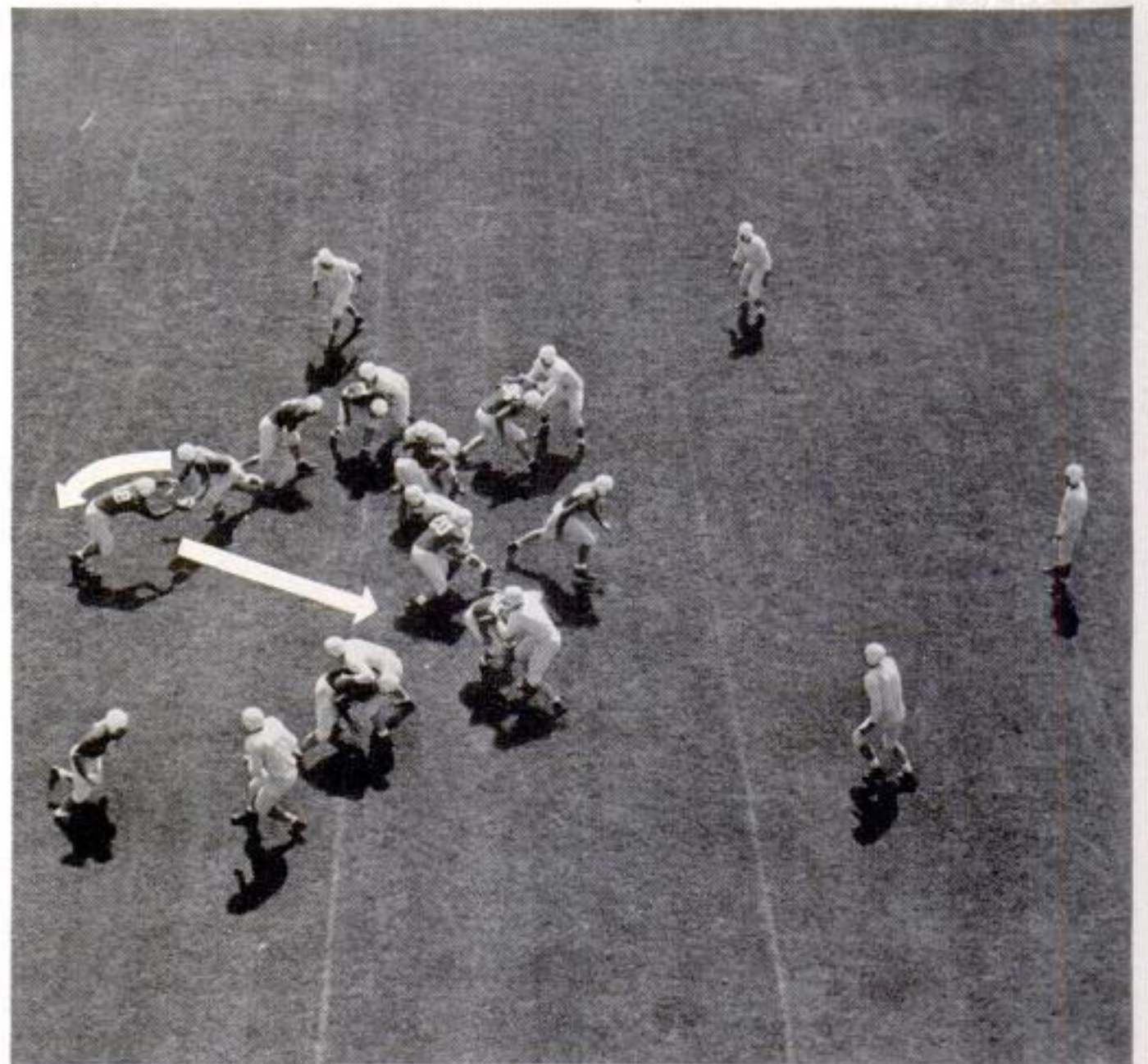
MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY

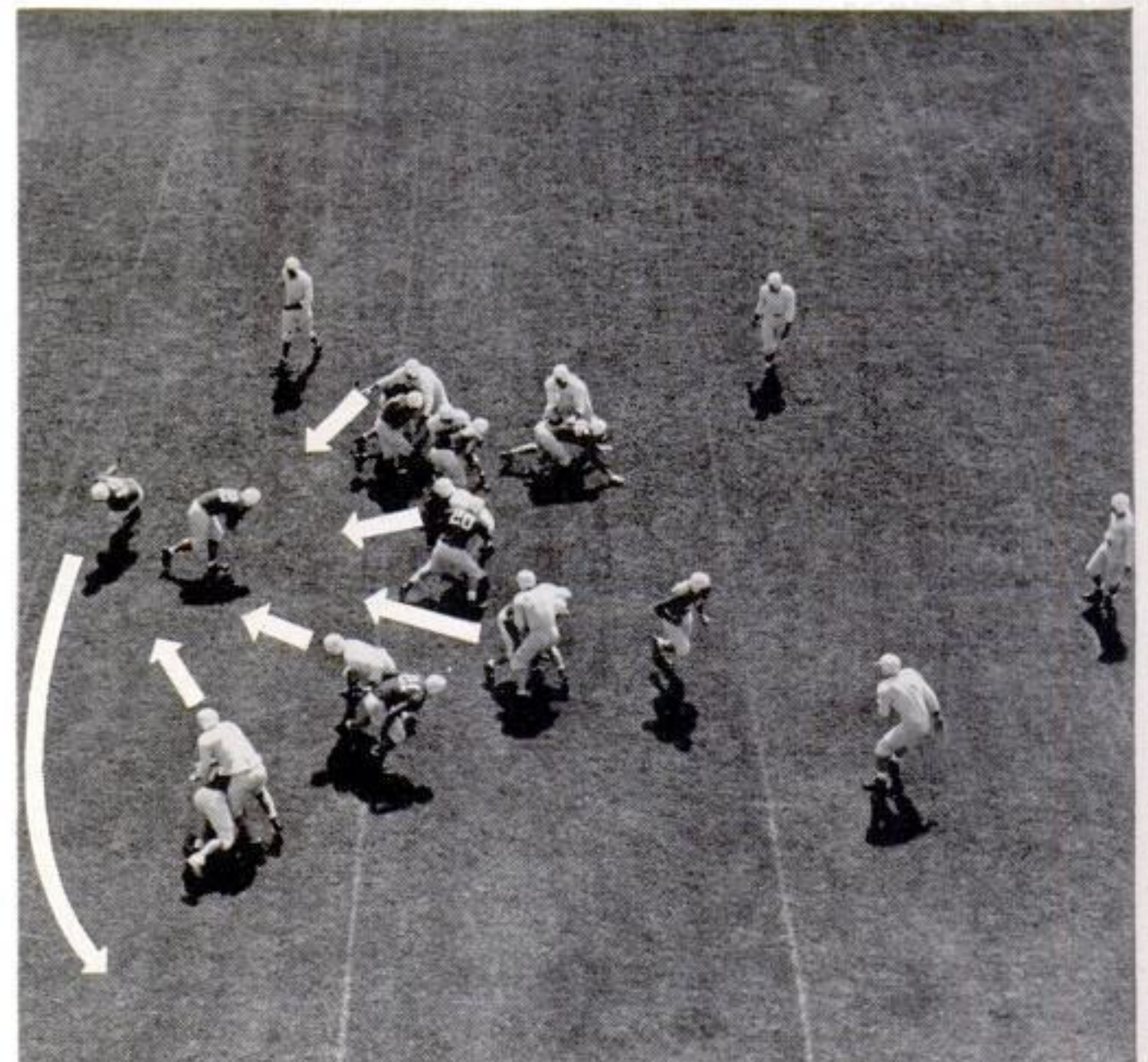
T-Formation (continued)



Starting from T-formation, the quarterback (No. 13) makes as if to hand the ball to the plunging fullback. Here the camera is pointed right through center at the play.



Quarterback holds ball out to plunging back. The curved arrow marks quarterback route, straight arrow plunging back's route. Late-starting defense pushes through.



The defense is sucked in while quarterback with ball sweeps around end. Man in motion at left of top picture now takes out end at left. Quick start helps deception.

CONTINUED ON PAGE 59

FATHER: *That shirt you're giving to Junior is the last decent one I have to my name!*

MOTHER: You mean indecent. It won't button even on Junior. And it's all your fault!

FATHER: *My fault?*

MOTHER: Sure! You didn't look for a "Sanforized" label... the one that says the fabric won't shrink more than 1%, by standard tests. That's so little your shirts won't shrink out of size.

FATHER: *Wish you would pick me up a dozen.*

MOTHER: You can find them all over town, in practically all makes and styles. And all prices. They even have shorts and pajamas now with "Sanforized" labels. Go get 'em yourself!

FATHER: *What'll I go in . . . a barrel?*

MOTHER: Smarty! *I'll* go. But I'll need extra money.

FATHER: *Thought you said shirts with "Sanforized" labels didn't cost extra?*

MOTHER: They don't. But I have to shop for Junior, too. He won't get any more hand-me-downs if you start wearing shirts with "Sanforized" labels.



MOTHER: I just got through lecturing your father, and now you turn up in a shrunk-up house dress! You'd better do your next shopping with me, young lady!



MOTHER: We won't even try them on if they haven't "Sanforized" labels!

SALES LADY: These all do—and they're so reasonable, too! They come in all styles and materials.



FATHER: Hey, where are *our* things?

MOTHER: Oh, my stars—I'll have to go back! We found so many cute dresses marked "Sanforized," we forgot all about you men!

INSIST ON a "Sanforized" label when buying other cotton, linen, or spun rayon washables . . . children's clothes, uniforms, slacks and work clothes, slip-cover and curtain materials. It's the way to be safe!

SANFORIZED

TESTED FABRIC

Insist on this trade-mark when buying a compressive-shrunk fabric. It signifies that the residual shrinkage will be less than 1%, conforming to tests and standards established and supervised by the owner of the trade-mark.

59

FOR LUSCIOUS RED LIPS THAT *Invite-!*



The Most Thrilling Youthful Lip-Allure Ever Created

BY THE HOUSE OF LOUIS PHILIPPE

Cafe Society is simply ga-ga over Louis Philippe ANGELUS Lipstick and no wonder! This is one lipstick that *really* stays put—caressingly soft—velvety smooth for hours without caking or drying—due to the *special* Louis Philippe creme base.

When properly applied—ANGELUS won't smudge, smear or come off on your boy friend's collar or lips!

Lends Magnetic Appeal To Dullest Lips

ANGELUS—the lipstick used by so many of New York's finest actresses and glamorous young women—is now available in a generous new 49¢ size. Thrifty minded gals who are beauty and fashion wise—may now enjoy the same fascinating, youthfully appealing lips as you who can

afford the expensive de luxe size.

For A Real Lip Thrill!

Try ANGELUS Formal Red No. 404. This is one of the most audacious, exciting REDS among the six different gorgeous shades. Formal Red keeps your lips glowingly seductive—enticingly gay for hours and hours.



For *complete* matched make-up—use Louis Philippe Rouge and Face Powder. Demi-Deb size Rouge Compact now 49¢. At all better cosmetic counters.

Louis Philippe

ANGELUS LIPSTICK—ROUGE—FACE POWDER

SPECIAL: Send 25 cents in coin or stamps to The House of LOUIS PHILIPPE, Inc., 41 E. 42nd St., New York City, for an ounce of the enchanting spicy-bouquet Cologne Angelus and a generous size box of the famous textured LOUIS PHILIPPE Face Powder. Check Shade ☐ Light ☐ Medium ☐ Dark

Name..... Address.....

Football (continued)

MINNESOTA, TEXAS AND STANFORD LEAD IN DICK DUNKEL'S 1941 FOOTBALL FORECAST



FOOTBALL EXPERT DUNKEL

Dick Dunkel, LIFE's football forecaster, here presents his selections for the best U. S. collegiate teams of the 1941 football season. Listed below are Dunkel's 30 top teams, with Minnesota, Texas and Stanford leading the pack. All three of these teams, which finished brilliantly last year, figure to be even better this year on the basis of returning talent. Although the choice for first among the three is virtually a toss-up, the deciding factor was the caliber of opposition met and defeated last year. Each will be the strongest team in its conference with toughest opposition, respectively, from North-

western, from Rice and Southern Methodist, from Washington and California. On the next page are predictions by conferences and leagues.

Based on Dunkel's survey, the most improved major teams of the year will be Fordham, California, Texas, Alabama, Mississippi, Navy and St. Mary's. Greatest slumps can be expected from Cornell, Mississippi State, Georgetown and Texas A. & M. The Midwest and South should continue to produce the greatest number of strong teams during 1941, while the Pacific Coast should show marked improvement. The East will have fewer outstanding teams than last year.

A new headache for football forecasters this fall is U. S. Selective Service. Just before Dunkel's 1941 rankings went to press the whole right side of the University of Georgia's powerful line was inducted into the Army, causing Georgia to drop from 7th to 18th in Dunkel's carefully weighted ratings of 625 teams.

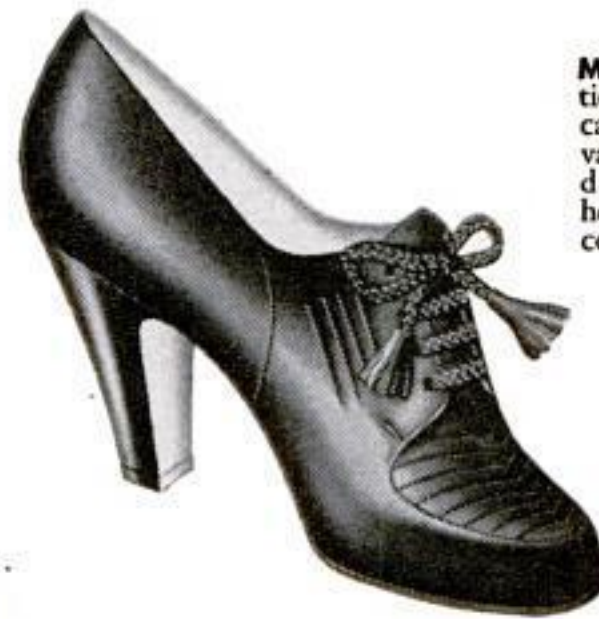
Dick Dunkel's survey is based entirely on mathematics, involving no personal opinion or guesswork. His 1941 analysis for LIFE, as in 1939 and 1940, adjusts two main facts: 1) last year's final ratings and 2) the number and value of players returning, or newly eligible, for each squad. Last year Dunkel gave LIFE readers—three months in advance—the champions of six out of eight regional conferences. Of his preseason Top Thirty, 24 teams made the grade on the basis of average weekly rating throughout the season. A notable exception was U. C. L. A., hardluck team of 1940, picked 19th by Dunkel, actually ending 67th. On his radio broadcasts of last year Dick Dunkel called 2,368 games in advance, wound up with 80.6% correct.

30 STRONGEST TEAMS OF 1941

Minnesota	Tennessee
Texas	Notre Dame
Stanford	Georgia
Fordham	Navy
Alabama	Tulane
Northwestern	Duke
Washington	Wisconsin
Rice	Texas Tech
Mississippi	Duquesne
California	Mississippi State
Southern Methodist	Oregon State
Santa Clara	St. Mary's, Calif.
Michigan	Nebraska
Boston College	Pennsylvania
Iowa	Louisiana State

CONTINUED ON PAGE 62

*Give me youth and charm
in a beautiful shoe*



MELANIE...debonair tie in Golden Tobacco calf (antiqued). Clever vamp stitching...slenderizing Continental heel. Perfect for town or country.

*Let me walk through life
in a comfortable shoe*



MAYDA...dashing Rico Brown suede elasticized pump. Dainty open toe...gay Continental heel. Also in black suede.

*Take me round the clock
in a fashion-right shoe*



JUANITA...tailored Rico Brown suede tie. Alligator print on calf trim...carefree Cuban heel. Also in black suede. Vitality Vitapose Feature.



FONTAINE...trim little tie of Rico Brown alligator print on calf. Smart open toe...flattering Cuban heel. Also in Kona Red and black suede and patent.

Vitality Shoes Have Everything!

Vitality SHOES \$6.75 DENVER, WEST \$6.95

Complete Range of Sizes and Widths

Vitality Open Road Shoes, for Outdoor and Campus Wear, \$5, \$5.50, and \$6

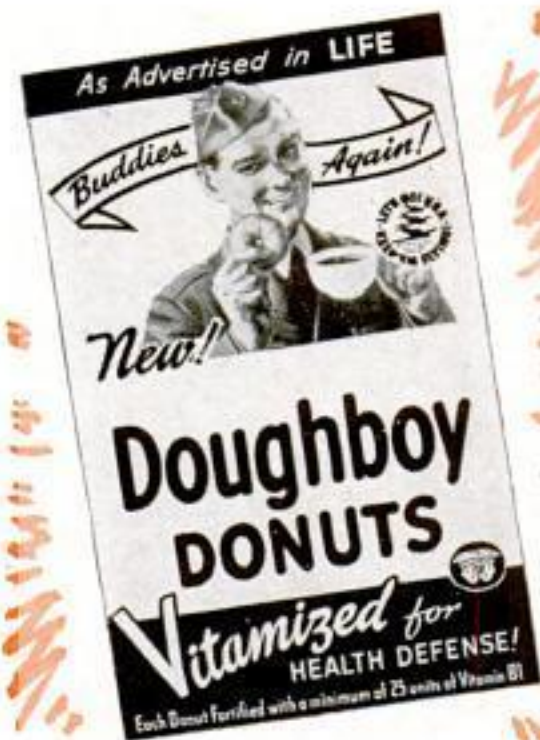
VITALITY SHOE COMPANY, Division of International Shoe Co., ST. LOUIS, MO.



ALBERTA...swaggering, elasticized spectator in Turf tan calf (antiqued). Impudent bow...unique perforated trim...saucy Stroller heel.



DOUGHBOY DONUTS DO THEIR BIT AGAIN!



Enjoy this American treat today. You can get Doughboy Donuts at all food stores where you see this sign.

AND NOW—THEY'RE

VITAMIZED

Donuts for a delicious, quick energy pick-up . . . yes, ask any of our Boys who were over there in '17! Donuts are as American as Yankee Doodle—for a self-starter breakfast . . . a satisfying mid-day snack . . . for energy any hour. Swell with your favorite drink, too!

Doughboy Donuts of '41—newly fortified with Vitamin B₁ (25 international units per donut)—are *again* pepping up the boys in camp and the folks back home! More popular than ever, they're delicious, nutritious, digestible—and now *Vitamized* for health defense!



Doughboy Donuts
—VITAMIZED FOR HEALTH DEFENSE

LOOK FOR THIS SEAL

★ Different ★ Delicious ★ Digestible ★ Doughnuts

DOUGHNUT CORP. OF AMERICA • NEW YORK

THE STRONGEST TEAMS BY CONFERENCES AND LEAGUES

SOUTHEASTERN

Alabama
Mississippi
Tennessee
Georgia
Tulane
Mississippi State
Louisiana State
Florida
Auburn
Georgia Tech
Kentucky
Vanderbilt

IVY LEAGUE

Navy
Pennsylvania
Harvard
Dartmouth
Columbia
Cornell
Princeton
Brown
Yale
Army

SOUTHERN

Duke
William & Mary
North Carolina
Wake Forest
Clemson
George Washington
Furman
N. Carolina State
Richmond
Maryland
Virginia Poly
South Carolina
Virginia Military
Davidson
Citadel
Washington & Lee

BIG SIX

Nebraska
Oklahoma
Missouri
Iowa State
Kansas
Kansas State

EASTERN NON-CONFERENCE

Fordham
Boston College
Duquesne
Colgate
Syracuse
Temple
Villanova
Lafayette
Pittsburgh
Holy Cross

SOUTHWEST CONFERENCE

Texas
Rice
Southern Methodist
Texas Christian
Baylor
Texas A. & M.
Arkansas

PACIFIC COAST

Stanford
Washington
California
Oregon State
Oregon
Southern California
Washington State
U. C. L. A.

BIG NINE

Minnesota
Northwestern
Michigan
Iowa
Wisconsin
Purdue
Ohio State
Indiana
Illinois

AT THE *Lowell Inn*...

SPICY CORN IN PEPPERS AND

HONEY-GLAZED SWIFT'S PREMIUM HAM



LOWELL INN'S BAKED HAM AND CORN IN PEPPERS. Bake Swift's Premium Ham, skin side up, on rack in open pan without water. Use a slow oven (325° F.). For half hams, allow about 22 min. per lb.; 5 min. more per lb. if ham is taken straight from refrigerator. (For whole hams follow instructions on tag attached to ham.) Skin, score, and glaze with honey. Bake in hot oven (400° F.) until brown, 15 to 20 min. Serve with parboiled green pepper halves which have been filled with cooked whole kernel corn in white sauce seasoned with cayenne and heated last 15 minutes in oven with ham. Garnish with pimientos.

Unmatched flavor from Swift's exclusive Brown Sugar Cure and special Smoking in Ovens!



The ham America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best ham?" Swift's Premium won decisively in all sections and in all income groups.



From Duncan Hines' "ADVENTURES IN GOOD EATING" . . . the famous directory of fine eating places along the highways of America

STILLWATER, MINN.

Lowell Inn

Route 212—19 Mi. N.E. St. Paul—Route 36—25 Mi. from Mpls. Also Routes 95, 96, and Wisc. 35, 64. Open all year. "Mount Vernon of the West, A Haven for Food and Rest." . . . Excellent food and charming atmosphere . . . The Lowell Inn is one of my special favorites. I never miss an opportunity to eat and lodge here.

JUST compare Swift's Premium with any other ham. Compare it for flavor, for texture, for uniformity. You'll understand why it's America's favorite, preferred by famous eating places and in homes the country over.

No other ham gives you the captivating flavor you enjoy in Swift's Premium. Only Swift's exclusive Brown Sugar Cure and special Smoking in Ovens can make ham so mild and mellow—yet so rich in flavor.

And the texture of this ham is just right, too. It's tender as spring chicken, but firm . . . easy to carve.

You can count on delicious flavor and tenderness when you buy Swift's Premium Ham. Ask your dealer for it . . . every time.

REMEMBER, THE MEAT MAKES THE MEAL

Buy Swift's Premium for the finest meats:

HAM • BACON • BEEF • LAMB • POULTRY • VEAL • FRANKFURTS • TABLE-READY MEATS

20 years from now

WILL THEY THANK
YOU FOR GOOD
STRONG FEET?



Ah, you mother of a child—you want his manners to be nice, you want his brain to be quick, you want his back to be straight, you want his hands to be agile—but don't you want his feet to be sturdy and true, well-shaped and graceful? Or those feet of your daughter?

You mother of a child—twenty years from now his feet will be walking up to get a diploma, or confidently marching in to get a job—maybe walking up to an old church altar to meet a bride in white. (Or it may be the bride herself.)

Your child may never thank you for good, strong feet. He'll take them as a matter of fact.

But what will he think—if they're not good, strong feet? Sure, he'll still love you—but "why didn't mother make *sure* I was growing up right?"

It is a responsibility—just one of many a mother takes on when she brings a child into the world.

But it can be made one of your

easiest responsibilities. Buster Brown* Shoes are the best friends of a mother who wants children's feet to grow up right.

Buster Brown features were developed with the cooperation of mothers and on the actual feet of children. For 38 years the makers of Buster Brown have specialized in scientific principles of foot health in growing children.

Buster Brown's 6-Point Fitting Plan provides exactly the right shoe for the individual fit.

Buster Brown will help you say twenty years from now, "I did my part about their feet."

Write for name of nearest Buster Brown retailer **\$2.50 to \$5.95**
BROWN SHOE COMPANY—Manufacturers, St. Louis.
Also makers of Buster Brown Official Boy and Girl Scout Shoes.

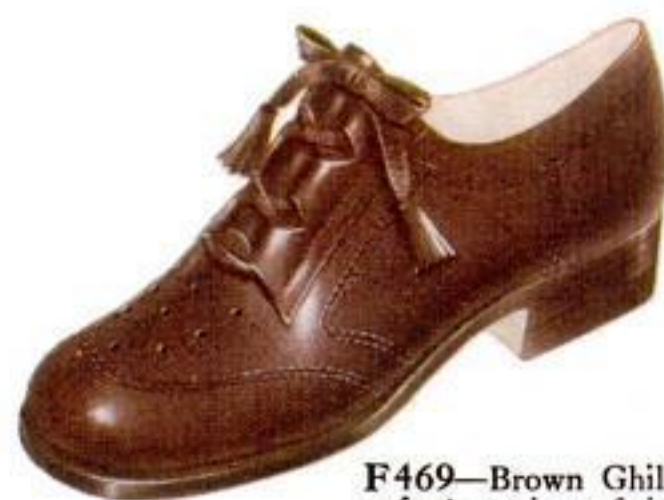
G810—Brown elk oxford, Health Cushion.



F624—Patent and black elasticized gabardine pump, Health Cushion.



Nine out of every ten children are born with normal feet but at grade school age 70 per cent have developed some foot weakness—almost entirely due to poorly made, poorly fitted shoes. The Buster Brown 6-Point Fitting Plan eliminates guesswork and helps keep normal feet normal.



F469—Brown Ghillie oxford, antique finish, flexible construction.



E373—Boys' brown oxford, antique finish, two full soles, Health last.

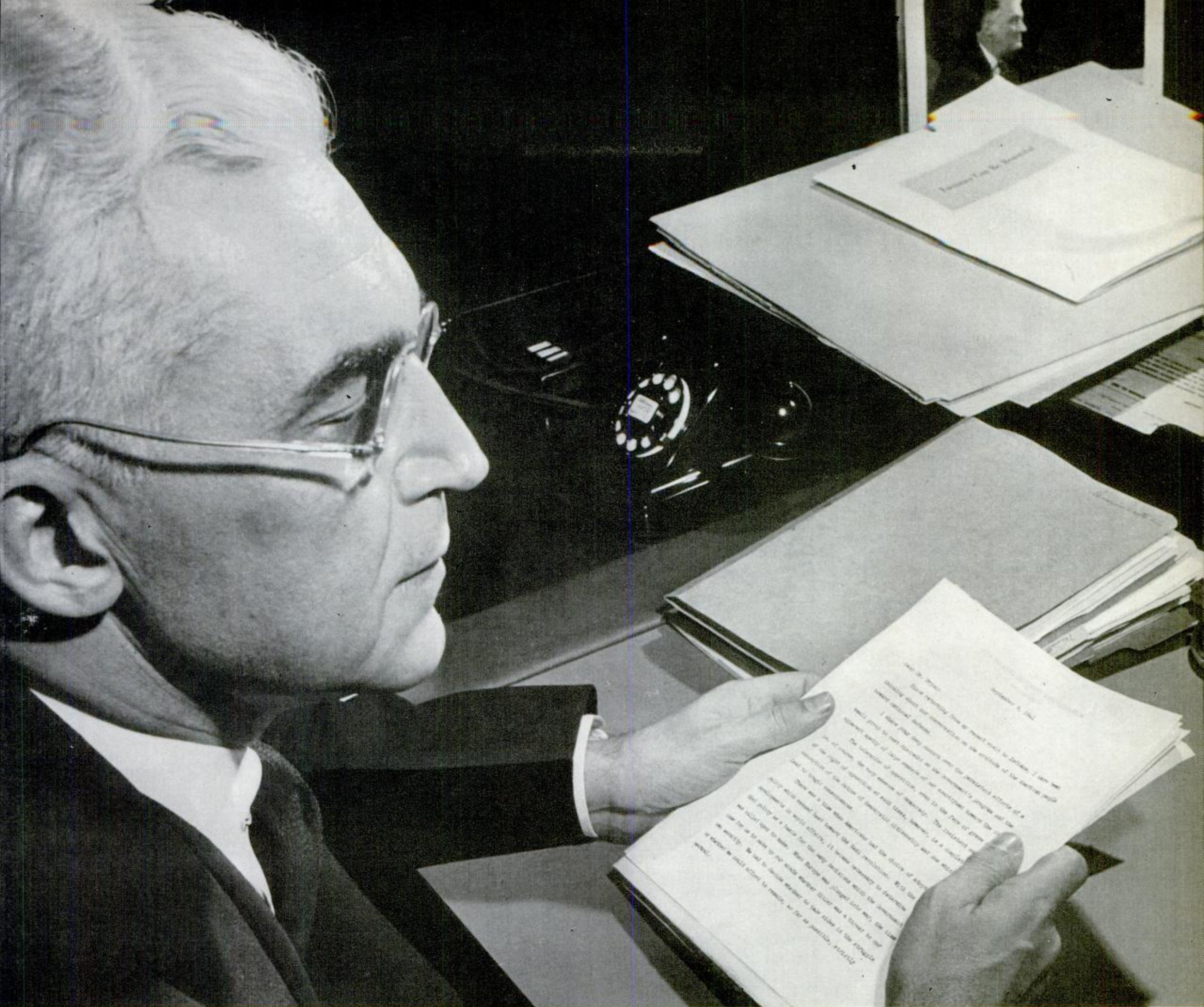
BUSTER BROWN



SHOES

FOR BOYS AND GIRLS OF ALL AGES

*Reg. U. S. Pat. Off.



PAUL McNUTT, AT HIS FEDERAL SECURITY ADMINISTRATION DESK IN WASHINGTON, SOBERLY REFLECTS ON HIS LETTER "BACK HOME" TO INDIANA'S DR. WILLIAM BRYAN

McNUTT ASKS FOR SOLID AMERICAN FRONT

Paul Vories McNutt, handsome Federal Security Administrator, wrote the forceful plea for American unity which is printed below to Dr. William L. Bryan, President Emeritus of Indiana University. Both these proud and patriotic Indians, conscious of their heritage from Vincennes on, feel grave concern for their country's lack of unity at this time of crisis. McNutt believes that his countrymen have talked themselves out but keep on talking, that they have taken a stand but don't hold firmly to it. Written by one man to a friend, the McNutt letter stands as a clear statement of a need besetting America today.

A LETTER FROM PAUL V. McNUTT

Dear Dr. Bryan:

Since returning from my recent visit to Indiana, I have been thinking about our conversation on the attitude of the American people toward national defense.

I share your deep concern over the persistent efforts of a small group to cast discredit on the Government's

program and the apparent apathy of large numbers of our countrymen toward the crisis.

The toleration of opposition, even in the face of grave danger is, of course, the very essence of democracy. The insistent exercise of the right of opposition at such times, however, is a complete misconception of the duties of democratic citizenship and one which may lead to tragic consequences.

There was a time when Americans had the choice of adopting any policy which seemed best toward the Nazi revolution. With the swift developments in world affairs, it became necessary to determine that policy as a basis for the many decisions which the Government was called upon to make. When Europe was plunged into war, the time came for us to make up our minds whether Hitler was a threat to our own security. We had to decide whether to take sides in the

struggle or whether we could afford to remain, so far as possible, strictly neutral.

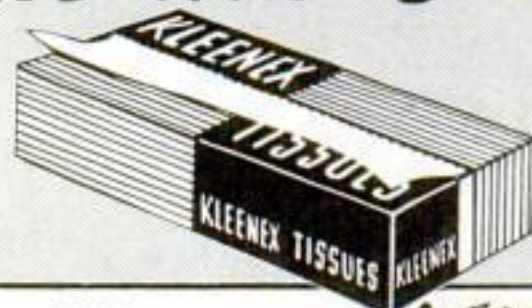
That was the time for proper discussion of the merits of the war and the relative risks to us in keeping entirely out of the controversy, allowing events to shape their



INDIANA UNIVERSITY'S DR. WILLIAM L. BRYAN

"TELL ME ANOTHER" AND WIN \$5.00 says KLEENEX*

We will pay \$5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 N. Michigan Avenue, Chicago, Illinois



"It's a Match"

HE SAID, WHEN I PULLED A PACKET OF **KLEENEX LIPSTICK TISSUES** FROM MY PURSE! THEY'RE AS EASY AND CONVENIENT TO CARRY AS A BOOK OF MATCHES, AT THAT!

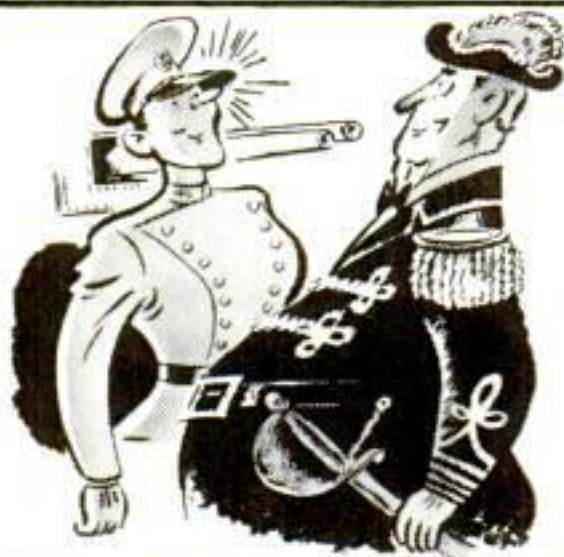
(from a letter by M. L., Northbrook, Ill.)



Ants in My Plants!

KEEPING HOUSE PLANTS FREE OF BUGS WAS QUITE A CHORE UNTIL I FOUND WHAT SWELL CLEANERS GOOD OLD DISPOSABLE **KLEENEX** MAKES.

(from a letter by S. B., Queens Village, N. Y.)



Twinkle, Twinkle, Little Tar-

LOTS OF INSPECTIONS AT UNCLE SAM'S NAVAL ACADEMY... BUT THANKS TO **KLEENEX**, SHOES AND VISORS ARE EASY TO POLISH.

(from a letter by Midshipman H. E., Annapolis, Md.)



Out of the Red!

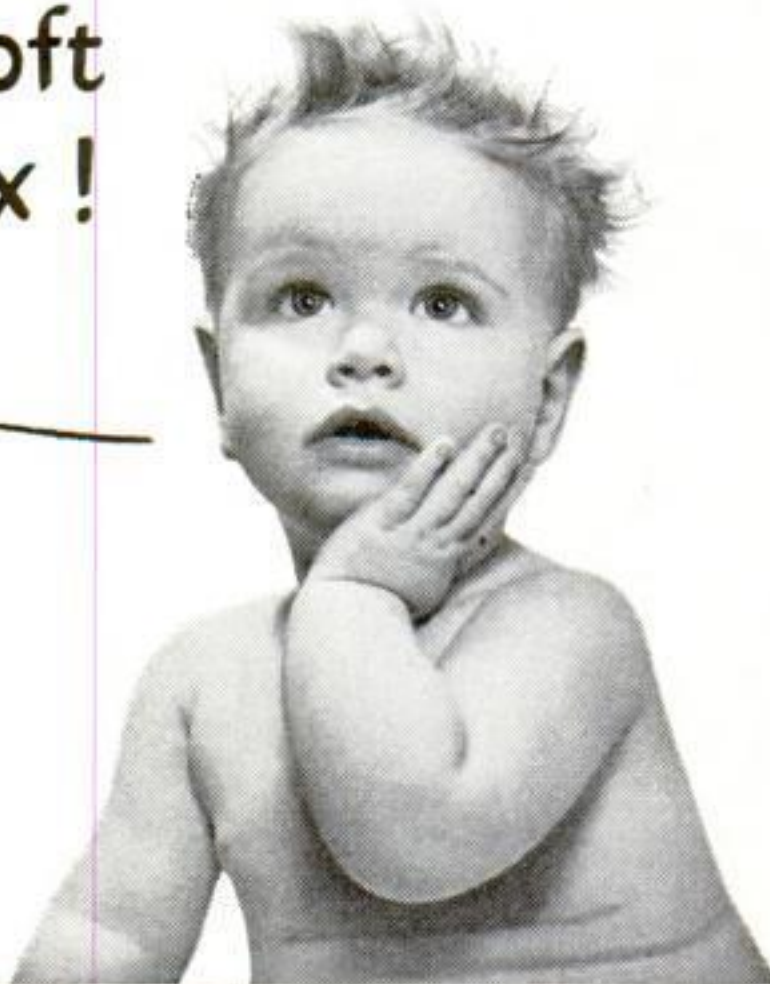
SOFT, GENTLE **KLEENEX** IS ALL PROFIT AS FAR AS I'M CONCERNED ... NO MORE SORE **RED** NOSES DURING COLDS.

(from a letter by M. W., Vail, Iowa)

ADOPT THE KLEENEX HABIT!

KLEENEX* DISPOSABLE TISSUES

When will mom learn? Delsey is soft like Kleenex!



DELSEY* TOILET PAPER

soft like Kleenex Tissues
double-ply for extra strength

3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

(*Trade Marks Reg. U. S. Pat. Off.)



The first monument erected to the private soldier is said to be the Indianapolis Soldiers and Sailors Monument whose stone shaft rises 284 ft. in memory of Indiana's sons.

McNUTT'S LETTER (continued)

course, or in throwing the weight of our resources into the struggle in an effort to determine its outcome.

But that question has now been decided.

The national policy is set; the course fixed. It was determined in the traditional democratic way. It was debated in and out of Congress, discussed in every American home. It was threshed out in the newspapers, the pulpits, the radio, on the soap boxes and around the cracker barrels. Everyone who had anything to say had ample opportunity to say it. And no one went to jail for anything he said.

The American people themselves came to the conclusion that the success of Hitler and his Nazi army was incompatible with their security, and they have pledged the total resources of the nation to his total defeat.

It seems to me, Doctor Bryan, that, with the national policy thus unalterably set, the Government now has the right to call upon everyone of its citizens to support that policy, whatever his personal views.

A free government is a government of discussion and deliberation rather than a government by edict. But there comes a time when the nation can discuss itself into complete national paralysis. Debate is appropriate before the decision is made to insure the wisest result. Continued debate, after the decision is reached, can only succeed in making that decision ineffective. We should not confound freedom of speech with utter futility of action. A democratic nation need not necessarily be an impotent one. It would be a tragic caricature of democratic processes if America, having made her choice, should then fall into endless bickering over whether to stand by that choice or repudiate it.

For those who took a different view of the proper course for the Government to pursue, their duty seems now unmistakable. They must accept the people's decision. The citizen is not wiser than the nation.



Indiana's proud record in previous wars is flanked by two statues of Civil War soldiers. Each past threat to American unity has been immediately answered by Indiana's sons.

Private judgment, for purposes of national policy, must yield to collective wisdom. No American citizen can afford longer to argue the matter. Whether he endorsed it or not is now beside the question. He must get behind the national enterprise, for upon the success of that enterprise depends the safety and security of us all. Commitments properly made on behalf of the whole people cannot properly be resisted by any part of the people. On matters which vitally affect the common welfare, we are pledged, by the compact of democracy, to abide by the common judgment.

By this of course I do not mean that we should give up free debate on day-to-day issues. Free speech is not only part of what we are fighting for but also the most efficient means of conducting the fight. But clearly there comes a time when it is no longer permissible to debate whether we are in the fight at all. And on this great issue the only choice that confronts any individual now is whether he chooses to support our effort or to sabotage it.

I recall how, as a student, I was deeply impressed, Doctor Bryan, with your own rich philosophy of the democratic process and the obligations of those who are fortunate enough to live under it. It is only on the basis of mutual assistance and cooperation that a society such as ours can survive. It is sometimes necessary to sacrifice a small truth for a larger one; to give up the individual sense of right for that which prevails in the community. And, if the faith by which we live is good, the opinions and judgments of the people will be right. They are truth, as it is given men to know the truth.

I believe, too, that you are right in thinking that we are all inclined to take for granted the blessings of liberty. We have always been free and it is difficult for us to consider seriously the possible loss of that freedom. We are consumed with the little things of life—the good little things of a good life. Men can become so en-

CONTINUED ON NEXT PAGE

THE FLEET'S IN but only one "gob" made the grade



He Douses His Hair: So she dropped him. The fleet's No. 1 Gunner, but the lady said, "No". Because he soaks his hair with water. Leaves it looking like a mop. Should have used Kreml.



He Greases It: So she left him. Bosun's mate and best-liked by the men...but his hair—ugh! Sticky and gooeey. A refreshing rub with Kreml and he'd have gone "full speed ahead."



He Shines It: So she spurned him. Simple seaman. He looks so old with his waning hair. Can't get a girl in any port. Too bad. Should have tried Kreml. It checks excessive falling hair.



He Uses Kreml: So She Hooked Him. She runs loving fingers through his handsome hair. Daily use of Kreml, the trusted tonic-dressing, keeps his hair looking naturally well groomed—without being greasy. Removes dandruff scales, too.

DON'T USE WATER USE



KREML

REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE



FOR everyday hair protection—use Kreml. Kreml checks excessive falling hair. Removes ugly dandruff scales. Kreml keeps your hair neat and natural-looking. Gives it a silky, soft sheen.

Women like Kreml, too. Find it wonderful before and after permanents.

Ask for Kreml at any drug or department store. Insist on it at your barber shop.


A fine follow-up for the daily use of Kreml is the once-a-week wash with Kreml Shampoo. It's made from an 80% olive oil base. Cleanses your scalp tingling clean. Leaves your hair soft and lustrous—easy to comb. Try Kreml Shampoo this weekend... try Kreml Hair Tonic today!

Preferred

IN THE BEST CIRCLES

WHITE HORSE
CELLAR
De Luxe SCOTCH

8 years old



PREMIUM QUALITY WITHOUT PREMIUM PRICE
BLENDED SCOTCH WHISKY • 86.8 PROOF • BROWNE VINTNERS CO., INC., NEW YORK

McNUTT'S LETTER (continued)

grossed in making a living that they forget the necessity of protecting life itself.

Although we have seen it happen before our very eyes, we forget how history can repeat—repeat, sometimes in ironic and ugly patterns. I am told that when the Nazi units rolled down the streets of Paris and took over the city, Frenchmen kept their seats at the sidewalk cafes, ordering another bottle of wine. Another glass of wine and a bizarre joke while their country died! Adolf Hitler must have felt confirmed in his judgment on the decadence of democracy as a political vehicle.

Even in all-out America, our efforts to meet the Nazi menace are still oblique. Unconcern has not entirely given way to ceaseless and determined effort. There are yet voices which assure us that the danger is fancied, the threat unreal. There are still a few among us who feel that the decision of the overwhelming number of their countrymen is not binding upon them, who seek to raise again the question of what the national course should have been. There are still men who do not know that indecision is the one excuse which history and posterity will not accept.

And while all this is going on, the hands of the clock are moving swiftly. It is growing late—much later than we think. The American people must become at once aroused and sensitive to the rapid movement of time. They must be brought to immediate realization of the tragic danger of disunity and indecision. They must realize that, having decided wisely, they must now act with decision.

I am hopeful, Doctor Bryan, as I know you are, that the indications of apathy and indifference, visible here and there among our people, may soon disappear. This nation is the heir of a noble past and the heir apparent of a glorious future. By adhering with rigid determination to the course we have chosen, we can realize that destiny. We will not fail. Out of our own hearts will come the surging flood of patriotic devotion that will enable us to formulate the will and determination to keep our country clean and free. We have decided not to yield to the forces of evil. Come what may, we will not yield.

Paul H. McNutt



At Indiana McNutt played ball, won Phi Beta, dominated campus life and politics.



McNutt's bust now adorns a pedestal in the Union Building at Indiana University.

"No woman ever said what I said to Jim..."



ANN: What was it?

SUE: Here's what I said...I said, "Jim, I'm spending too much money on my clothes. From now on, I'm spending *less*, and you are spending *more*!"

ANN: Was he unconscious long?



SUE: He was blacked out for about a minute...but I put on his disgusting old hat...like this. He got the point, all right!

ANN: It certainly is a nerve-shattering hat! And my husband is being ruined by one just like it.



SUE: See, there's his new hat...the Stetson "Playboy"...a honey, hey? Comes in all the new, good-looking colors, too...and see that Stetson label? How men enjoy showing *that* off!

ANN: Yes, I've noticed that, too.



ANN: Jim, you look wonderful...very handsome hat you have there. It gives me ideas about my own hero.

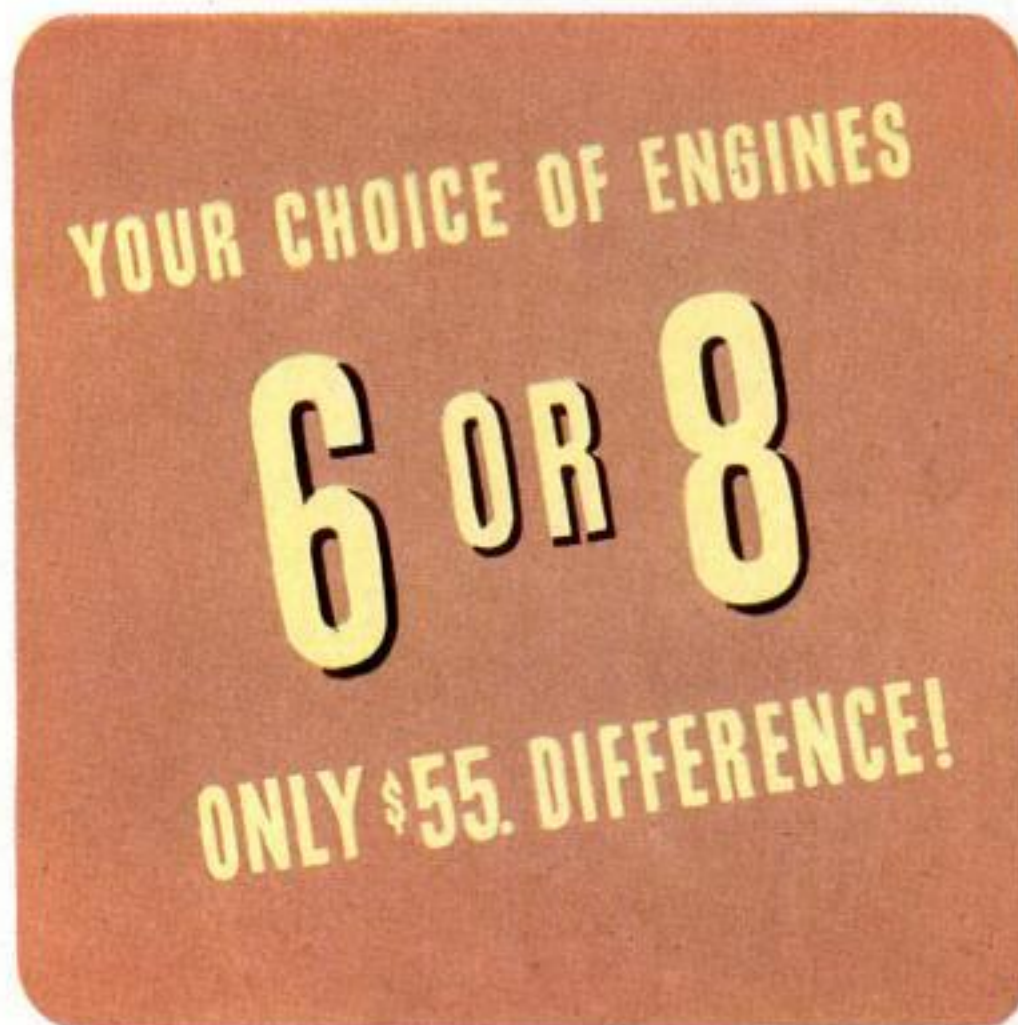
JIM: Sue has good hunches sometimes. And from now on, no wife of mine is going to be ashamed of my looks, if I have to break every bone in her budget!

The **STETSON** Playboy, \$5

STETSON HATS ARE ALSO MADE IN CANADA



Low, wide and swagger—with smart *functional* beauty—the first Packard Clipper was a sensation overnight! Prominent style-mark: Speed-lined "Fade-away" fenders, first featured by Packard. For 1942, Clipper styling is yours in even the lowest-priced Packards!

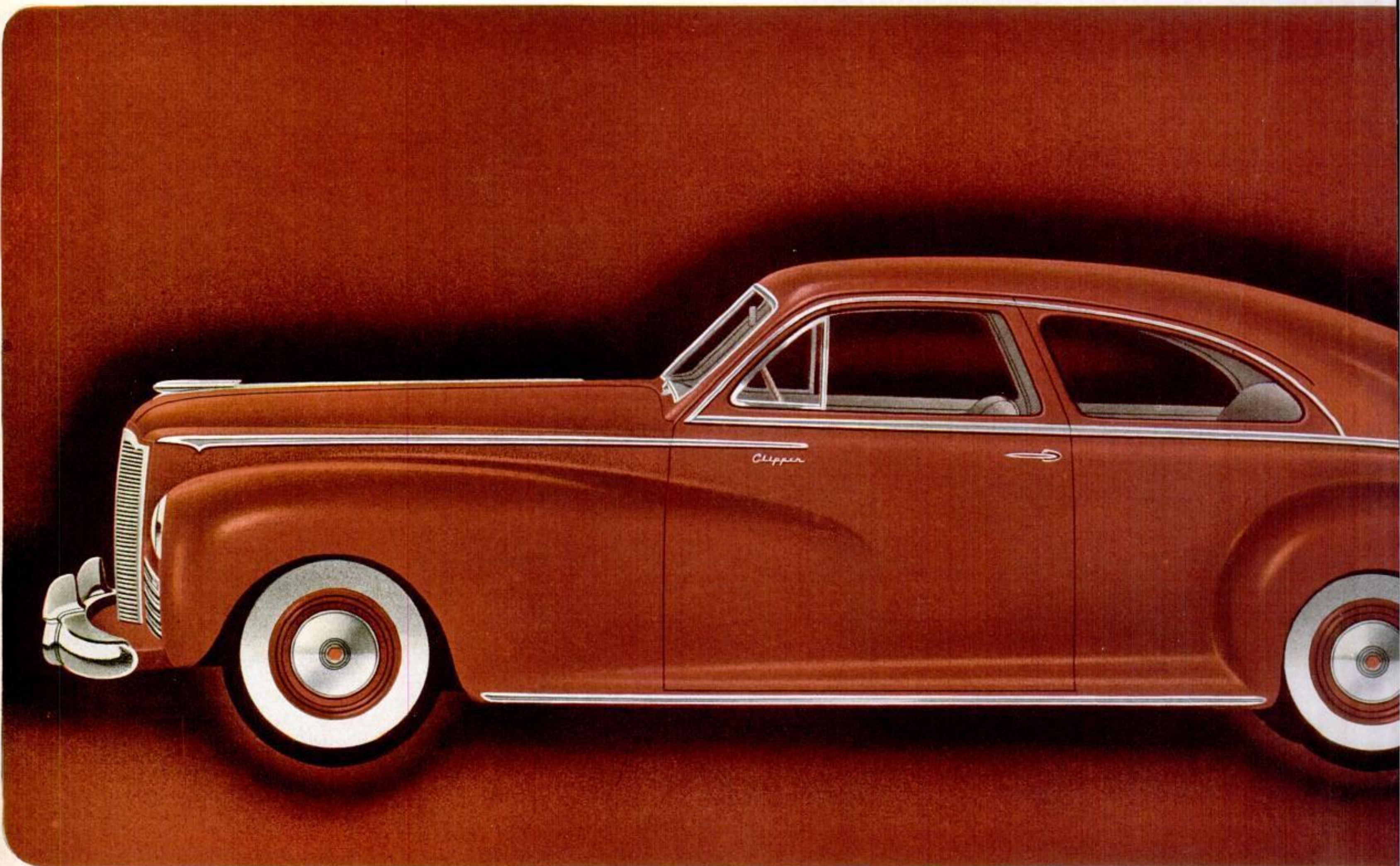


Choose your horsepower—for 1942—on the same wheelbase—you can have either a Clipper Six (105 H. P.) or an Eight (125 H. P.). Difference in price: only \$55. Both motors are thrifty, fiery, precision-built marvels.



Save gas, oil, and engine wear with Packard's sensational Electromatic Drive. Eliminates clutch-pedal operation...banishes wasteful "slip"...reduces engine speed by 27.8%. An "extra"—but delighted owners say, "It pays for itself!"

For 1942, *new Clipper styling* - in



STUNNING NEW CLIPPERS JOIN FLEET—Above is shown the smart, new-styled 1942 Packard Six Club Sedan. Both Clipper Six and Eight are available as either Special or Custom models *and in three distinguished body styles.*



Beauty that pays off in dollars—The Clipper's super-slipstreamed design results in important gas economy! Precision meters prove the 1942 Clipper tops even last year's gas-thrifty Packard by as much as 18% more miles per gallon!



Pedometers tell the story of the low-slung Clipper's "cradled" ride. Sensitive shock-recording meters show that on rough testing-roads the Clipper is at least 29% smoother-riding than its predecessor, a car famous for its Air-Glide ride.



You may have to keep your new car a long time. Will it see you through? Yes—if it's a Packard. Typical reason for long life: Clipper uses 44 ball and roller bearings (instead of far less costly bushings)—more than any competitive car.

even the lowest-priced Packards!



A FEW SHORT MONTHS AGO, Packard raised the curtain on a daring, brand-new kind of car . . . the Clipper . . . and the whole country joined in a roar of applause.

Today Packard brings *two new versions* of this sensationally-successful Clipper styling to *every* price class in the 1942 Packard line. Now, not only the more expensive Packards, but even the *lowest-priced* Packards, are stunning, super-streamlined Clippers!

Beauty that works for you!

These magnificent new Clippers, even more than before, recognize that beauty, to be keyed to the times, must be *functional*—must contribute to *economy, long life, and comfort*.

For example, the Clipper's flight-lined styling not only achieves dazzling new beauty, but cuts down air resistance to an almost unbelievable extent. Result: Tests conducted with scientific accuracy prove that these brilliant new 1942 Clippers knife through the air with an actual improvement in gasoline savings of 12% to 18% over even last year's thrift-champion Packards!

Dozens of dividends!

In addition to fuel savings, Clipper functional design pays welcome dividends in many more ways.

These dividends are yours in the form of 26% better visibility through the Clipper's wider, deeper, sharply-raked windshield . . . easier, safer handling—evidenced by 24% steadier "wind-steering" . . . 20% more quiet inside the car—for Clipper streamlining hushes the wind . . . a 14% step-up in

acceleration—to give you the security of always having a lightning burst of passing speed on tap.

More power reserve!

And by cutting wind drag as it does, Clipper design combines with improved engine efficiency to provide sparkling performance with a gain in power reserve of 32%! This means less engine strain on hills—smoother operation at *all* times.

And for the man who buys a car today, the Clipper offers something else—even more important . . .

Built for the "long haul"

When you buy a Packard Clipper you *know* you have a car that's precision-built for lasting durability . . . with nothing skimped, no "substitutions" that impair quality . . . a car that will give you *extra* miles and *extra* years of service, long after ordinary cars have worn out—in looks and fact!

So drop around today or tomorrow to your nearest Packard dealer's. Skipper a Clipper just once—and you'll want to skipper one for keeps!

LOOKING AHEAD?



**SKIPPER
THE CLIPPER**

CLIPPER DIGEST FOR '42

Here's a quick review of still other high-spots you'll find in the new 1942 Clippers . . .

- Nearly a foot wider than high
- Full headroom front *and* rear
- Integral "Fade-away" fenders
- Even wider doors
- Phenomenal handling ease
- Wide-angle vision

ASK THE MAN WHO OWNS ONE

"THE MORE I LEARN ABOUT NUTRITION, *the more I value Nucoa!"*

SAYS *Mrs. Albert G. Hendley*, mother of four gorgeous children



Brother's birthday cake has a delicious NUCOA-sugar frosting.

Pink-cheeked, 3-year-old Ronnie gets NUCOA'd toast with his lunch.



Marilyn, Albert, Margaret —at their favorite sport.

"COOKING WITH NUCOA adds Vitamin A and gives foods that just right taste which only a delicious spread for bread can give," Mrs. Hendley rejoices. "And NUCOA is nice to handle—creams easily for cake mixtures and uncooked frostings . . . doesn't spatter when you fry with it . . . seasons vegetables deliciously."

MORE THAN 9,000 VITAMIN A UNITS are guaranteed in every delicious pound of NUCOA. This makes NUCOA a good "protective Vitamin A" food—and it is just one of the ways in which this truly Modern Margarine (the first to add Vitamin A) differs from old-time oleomargarines. NUCOA is made with pure vegetable oils churned in fresh pasteurized skim milk—both products of American farms. No wonder NUCOA is so nutritious . . . so deliciously rich in flavor and texture . . . so digestible!

We wish to thank Mr. and Mrs. Hendley for welcoming us so courteously into their home to take these informal "candid camera" pictures. The Best Foods, Inc.

THE RADIANT VITALITY of these handsome young Hendleys is a tribute to their mother's judgment in matters of diet. "Like all growing children, they need lots of energy-replacement foods," she says. And what a comfort it is to her that delicious NUCOA, which saves so much money on the weekly food bills, furnishes as much food-energy as the most expensive spread for bread—3300 food-energy calories in every pound!



The Hendleys enjoy a picnic lunch with "bread 'n NUCOA" sandwiches!

"NUCOA'S DEPENDABLE FRESHNESS is one reason why we all like it so much," Mrs. Hendley says. "Each pound tastes just the same—always so sweet and fresh. And NUCOA has exceptional keeping quality, which recommends it for picnic use." That, of course, is because NUCOA is fresh. It is made the year around, on order only—never held in storage.

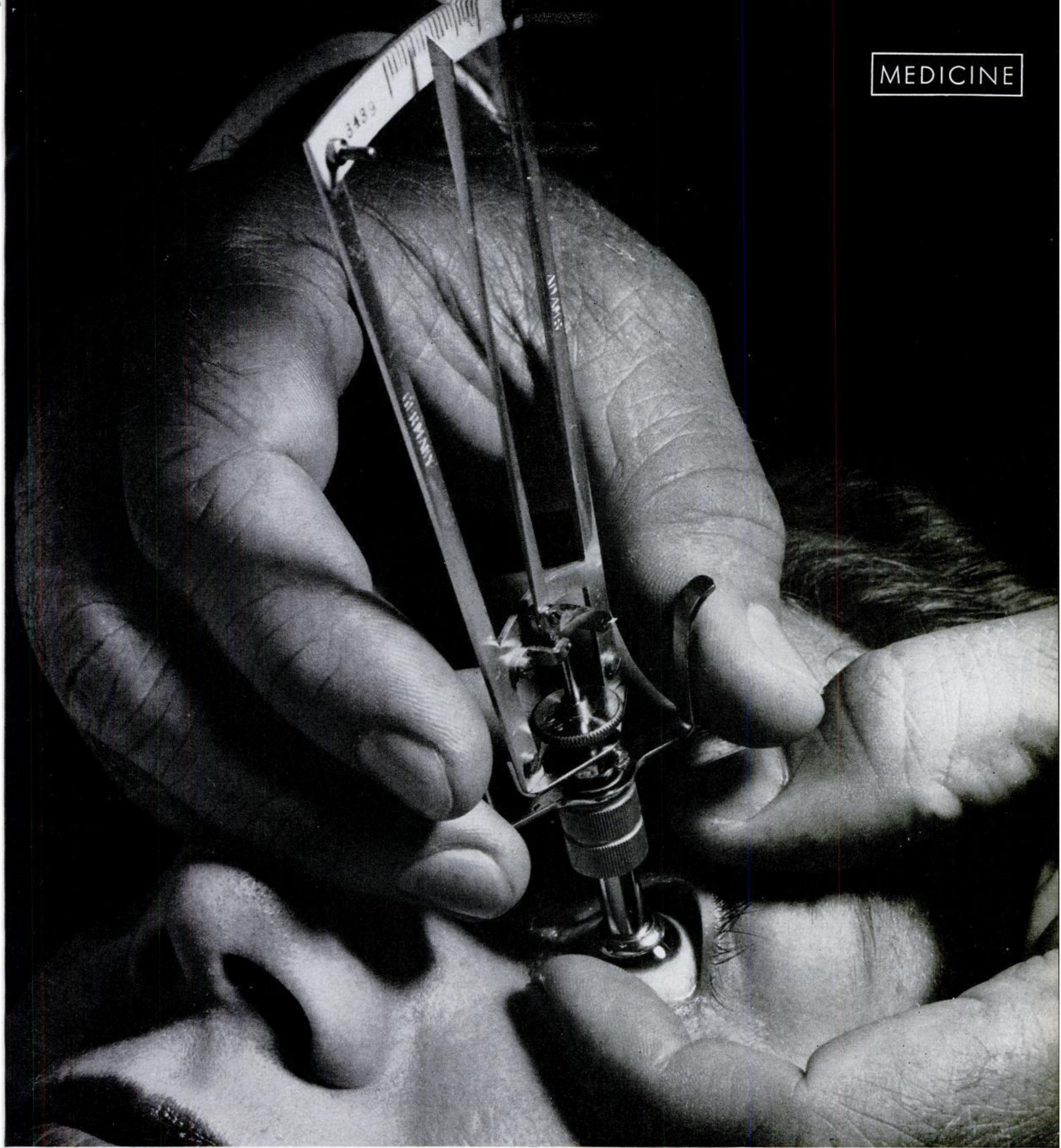


NORMA C. LUEDERS
B. S. Home Economics, 1938
University of Maine

NUCOA HAS ITS RIGHTFUL PLACE IN OUR NATIONAL NUTRITION DEFENSE PROGRAM — FOR THIS APPETIZING MODERN MARGARINE WITH VITAMIN A HELPS BALANCE THE DIET AND THE BUDGET, TOO!



For table use, tint NUCOA golden-yellow with the pure Color-Wafer included in each package. For cooking, use it just as it comes—a pure, natural white.



TO MEASURE PRESSURE WITHIN THE EYEBALL, TONOMETER IS ALLOWED TO STAND ON CORNEA. A PLUNGER PRESSES AGAINST CORNEA, REGISTERING ITS TENSION ON SCALE AT TOP

GLAUCOMA

EARLY DIAGNOSIS CAN CURB
BIGGEST ENEMY OF EYESIGHT

Glaucoma, biggest enemy of U. S. eyesight, is one disease that can be curbed by publicity. From glaucoma, 20,000 U. S. citizens are totally blind; 100,000 more have lost the sight of one eye. In glaucoma, through increased pressure of fluids within the eyeball, the retina is progressively destroyed and the field of vision narrowed until the optic nerve itself blacks out. This may happen swiftly or slowly. The symptoms in a disastrous number of cases are so hard to detect that they go unnoticed until it is too late. Eye physicians are sure that glaucoma can be curbed if only doctors and their patients will look for it.

Pressure in the eyeball is measured by the simple,

painless procedure which is shown at close range above. The instrument, a tonometer, measures pressure by measuring the tension of the cornea. A normal cornea is soft as a fingertip. An acutely glaucomatous cornea is as hard as a fingernail. Elevated pressure is by no means a positive diagnosis, but it is a statistical certainty that a large number of cases could be detected early if the procedure were made a part of every routine physical examination. The treatment of glaucoma is similar to that for high blood pressure, avoidance of nervous and physical tension and, if necessary, certain drugs and a surgical operation. But to be most effective, treatment must be begun in time.

NORMAL VISION



A normal field of vision is what the young man in the foreground sees. With his eyes fixated on the forehead of the man

seated across the table, he is able to see all but the darkly shaded area of the room. The unshaded area he sees with

both his eyes. The lightly shaded areas at the right and left are in the side vision of his right and left eyes respectively.

NARROWING OF FIELD OF VISION GOES UNNOTICED AT THE START

The first stage of blindness in glaucoma goes unnoticed because it begins in the outer edges of the field of vision. The symptoms of glaucoma—headaches, eye pain, mistiness of vision and seeing colored halos around lights—are often mild and transitory. With no dimming of perception at its center, the field of vision is gradually narrowed until the optic nerve is destroyed and sight is blotted out entirely.

The field of normal binocular vision, as shown in the picture above and in the diagrams below, extends

through a full 180° half circle from left to right and is limited above and below only by the facial prominences of brow and cheek. But the eye sees sharply only the small central area of this field that can register on the tiny region of the retina, called the macula, which lies directly behind the pupil. Last to be affected by glaucoma, central vision may remain unaffected to the end.

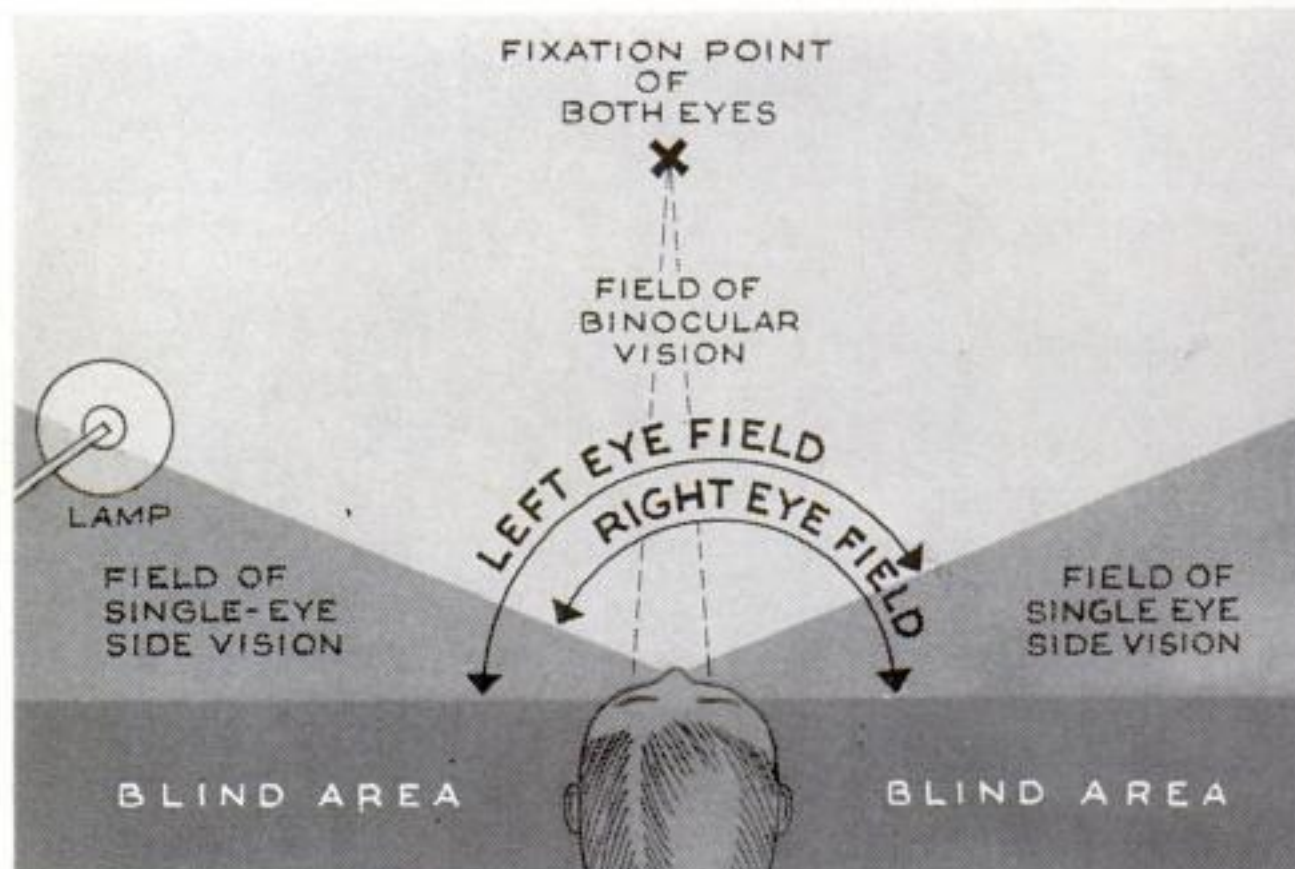
All objects in the field of vision not scanned by the macula are perceived only indistinctly. Though indistinct, perception in the outer edges of the field of vision is important in establishing a person's orientation in space. Peripheral field destruction may go unnoticed because of the many compensations that can be made for its loss. Even when glaucoma is suspected, precision instruments are required for accurate plot-

ting of the fields of vision. In cases on record, glaucoma has narrowed vision to a tube enclosing only central vision without alarm or awareness on its victims' part.

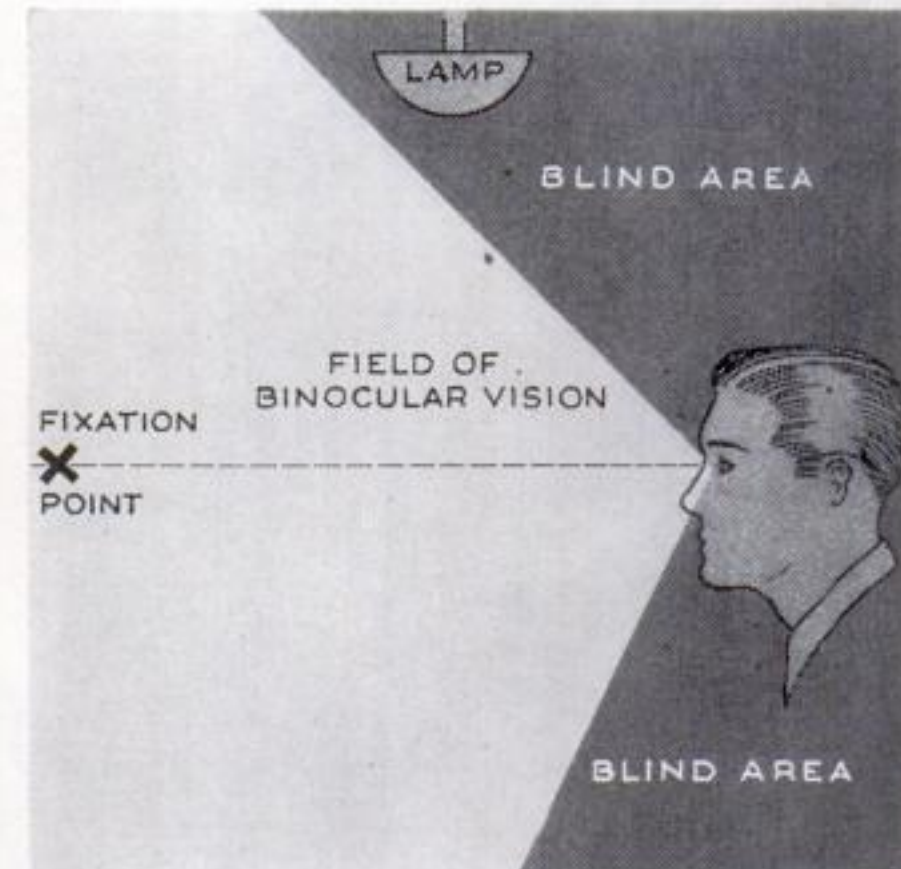
The mechanism, if not the cause, of glaucoma is well understood. The fluids that fill the chambers of the eyeball are secreted from the bloodstream and drained out again into general circulation through tiny canals around the iris. In glaucoma these canals gradually become shut off, with consequent elevation of fluid pressure within the eyeball. This pressure in turn shuts off the circulation of blood in the capillary system that nourishes the tissues of the retina. First in its outer edges and then concentrically to the macula, the retina atrophies. Usually before blindness encroaches on this crucial area of central vision, the optic nerve itself atrophies with irretrievable loss of sight.



Chart of field of vision shows areas seen by each eye. In the central binocular vision area, the fields overlap.

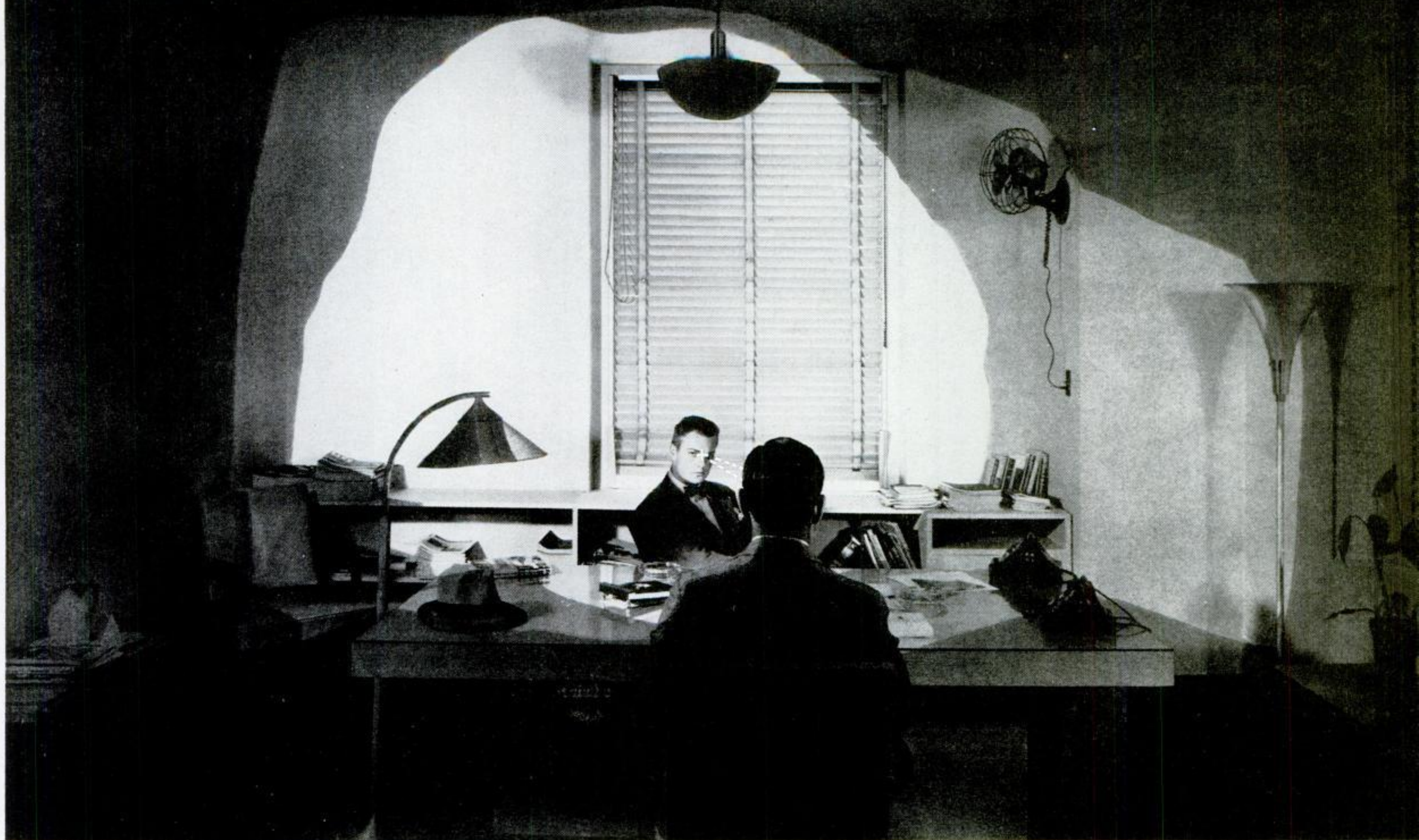


Top view of field shows how nose blocks left and right sides of right and left eye fields. Note how nasal margin of right eye crosses lamp as in diagram above.



Side view of field shows how it is narrowed by cheeks and brow. The lamp is invisible, as in diagram above.

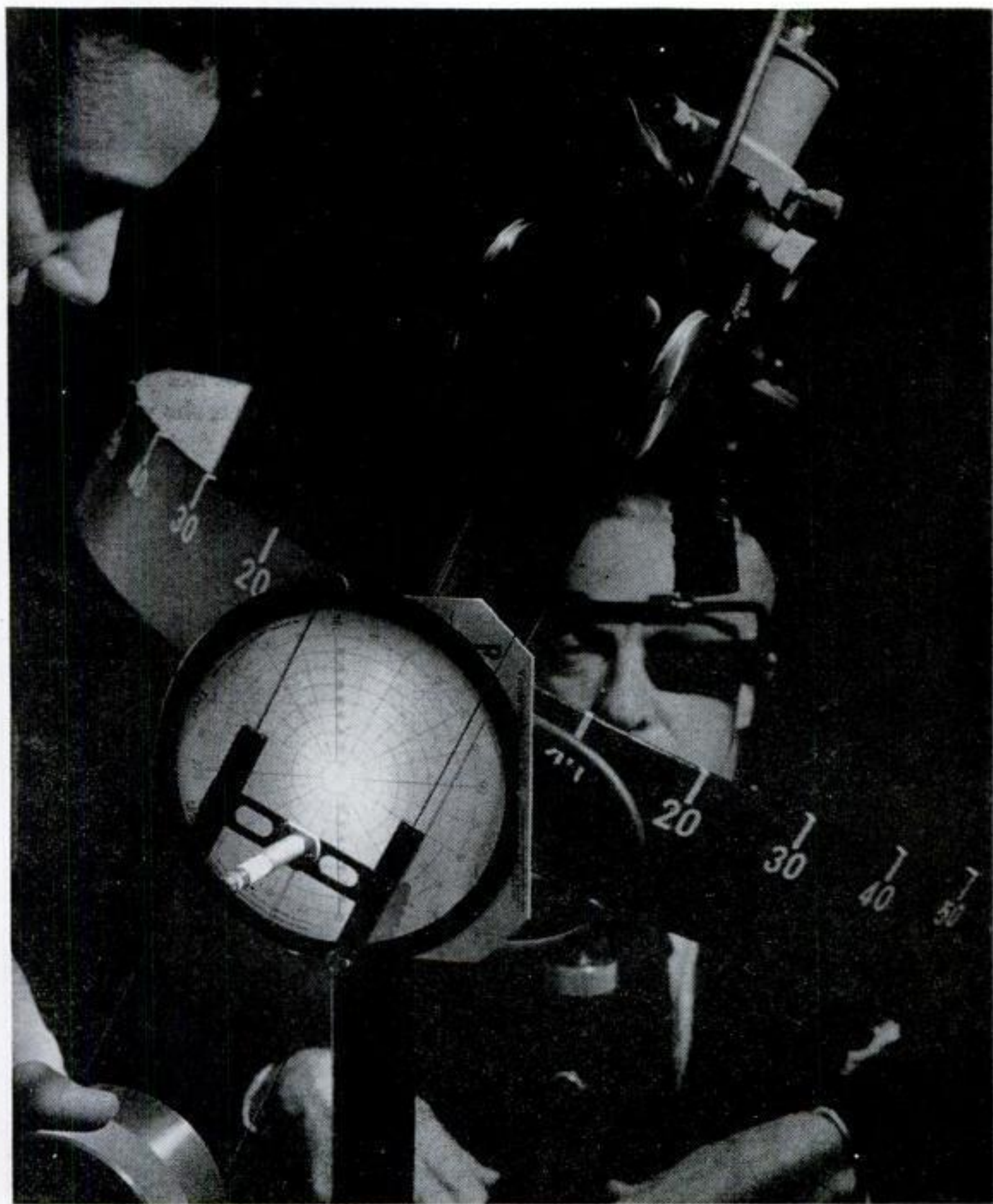
GLAUCOMATOUS VISION



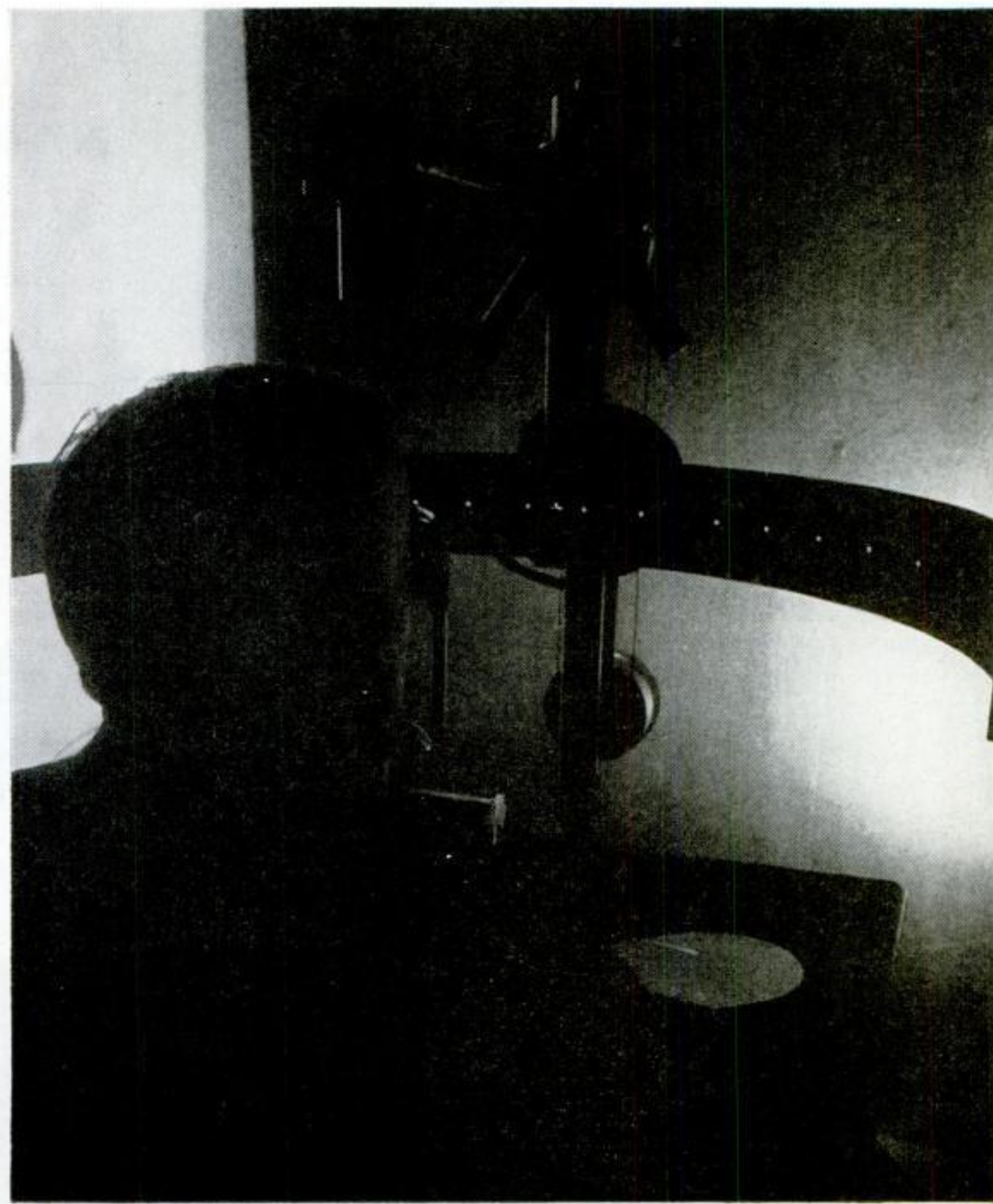
Narrowed by glaucoma, the side vision boundaries of right and left eyes have moved forward into the room, cutting off

part of both lamps and one of the telephones on the table. The binocular field has also narrowed, with restriction of the

nasal boundary of vision in both eyes, so that it includes only the back wall, excludes the electric fan on the sidewall.



Diagnosis of glaucoma includes measurement of side or peripheral vision by the perimeter, as above. Limits of field, plotted on chart in center, give accurate picture of damage to retina.



Pin points of light are switched on one by one around arc of perimeter until one is invisible to patient, thus establishing side limit of field of vision. Patient fixes eyes on light in center.



MOST FAMOUS IS FATHER'S LAST PORTRAIT, "LADY JEAN" (AT 9)

One-year-old Jean with Blue Book and Apple was painted by George Bellows in Maine in mid-1916.



Two-year-old Jean with a Doll was painted by George Bellows in Carmel, Calif. in 1917. Jean does not remember this sitting at all.



Eight-year-old Jean in Pink Dress is her favorite and her property. Her mother was reading her *Black Beauty* and she cried.



As the camera sees her, Jean Bellows is a frank, humorous woman of 27 with vast nervous energy, a good brain and a fine flair for clowning. Here she acts in summer stock theater at Ivoryton, Conn.

THE PORTRAITS OF GEORGE BELLOWS' DAUGHTER

Jean Bellows, younger daughter of the late great Painter George Bellows, is the subject of more first-class portraits than any other living human in America. Bellows himself discovered Jean first at the age of one (*see below*). She seemed to have the ability to keep her feelings up on the front of her face, even as she grew older. She was always very merry or very wistful or very grave. She was so good that Bellows' great friends, Eugene Speicher and John Carroll, began painting her too. Her portraits are shown in color on the following pages.

George Bellows is dead and his portraits hang on various walls. But his daughter Jean is magnificently alive.

Since she was 4, she has been an actress, first at the King-Coit School in New York, then at the Lenox School, where she especially disliked history and science. She is small and trim and talkative. She has appeared in three plays on Broadway and this summer acted a hoydenish servant in *The Pursuit of Happiness* in Ivoryton Conn. She has an amazingly mobile face, looking sometimes like Aline MacMahon, sometimes like Wendy Hiller. She is a natural comedienne and a first-rate actress.

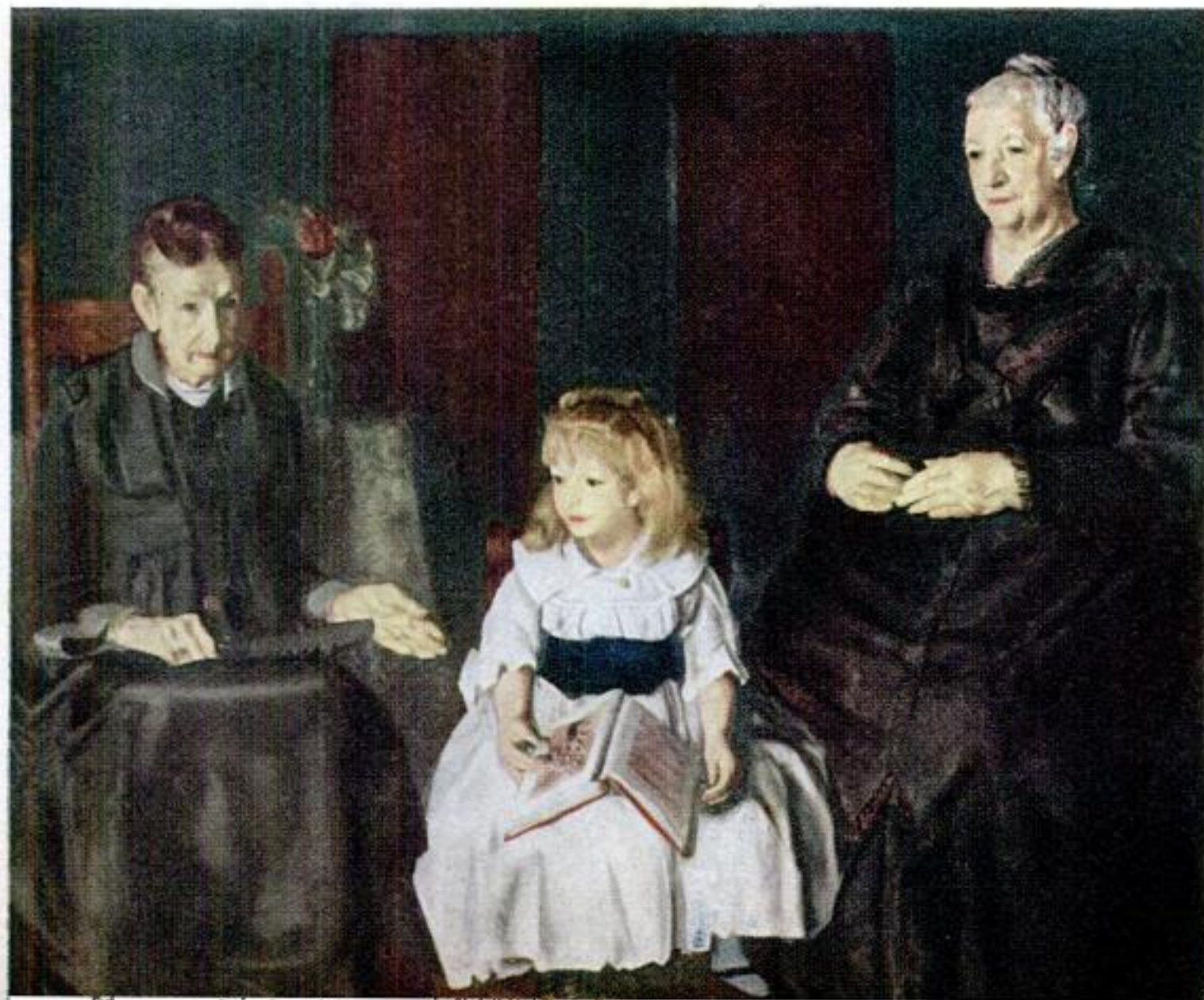
Jean refuses to prefer any of her portraits, except for the one when she was 8 years old, saying, "If I chose Speicher, Carroll would never speak to me again."



"JEAN IN BLUE" BY EUGENE SPEICHER SHOWS JEAN AT 25 LAST SUMMER WEARING BRIDESMAID'S DRESS SHE WORE AT THE WEDDING OF HER SISTER, ANNE

"Elinor, Jean and Anna," by Jean's father, George Bellows, shows Jean between her grandmother, Anna Bellows, and Great Aunt (left). These two ladies were daughters of a sea captain.

"Emma and her Children," by George Bellows, shows Jean at 8 before her hair turned dark. She sits on her mother's lap by sister, Anne. Painting is owned by Boston Museum.



CONTINUED ON NEXT PAGE



"Portrait of Jean Bellows" is second study of Jean that Speicher painted last summer. He did No. 2 because he especially admired striped party dress Jean designed herself.

"Jean" was also painted last summer by John Carroll, an old friend of Jean's father. Posing for Speicher was harder than for Carroll, who worked more from imagination, let her walk around and talk.



"JEAN" IN PINK ORGANDY IS ANOTHER CARROLL PORTRAIT DONE AT SAME TIME AS THE ONE ABOVE. JEAN LIKES THIS DREAMY POSE, SAYS: "IT HAS THE QUALITY OF ME"

Now! TWO IRONS IN ONE!



1. STEAM IRONS
every kind of fabric from velvet to organdy. You can dial the steam for rayon, silk, woolens, etc. No pressing cloth needed.



2. DRY IRONS
cottons and linens. Does all your "regular" ironing with all the speed and light-gliding ease of America's Favorite Iron.

The G-E ALURON

(FOR "ALL YOU IRON")

New! Revolutionary! This amazing General Electric Double-Purpose Iron is the greatest contribution to easier, better ironing since the invention of the electric iron itself!

HERE'S a Double-Purpose Iron that does all your ordinary ironing to perfection, and in addition *irons all those things you never dared touch with an iron before!* You can change from dry ironing to steam ironing in one second—and back again just as fast!

For steam ironing, the General Electric Aluron gives you for the first time, *controlled steam*. Ready in 2 minutes! You can "dial" the steam as well as the fabric! You just tilt the iron back on the handy heel rest, and steaming stops automati-

cally. And when you want to iron *without steam*, you just turn the steam off!

For dry ironing, this light, easy-to-guide, streamlined beauty brings you the famous G-E "Dial-the-Fabric" and all the other improvements that have made the General Electric, America's Favorite Iron.

Never before could you do all your ironing and pressing so *fast, so well, so easily*. So if you want to save time and work—plus money on pressing and cleaning bills—see the G-E Aluron at your dealer's. *Two irons in one*—yet priced at only \$14.95!

Dozens Of Extra Uses You've Always Hoped For!

Here are just a *few* of the ways your G-E Aluron will save you money, time and work. Every day you'll wonder at the new ease and perfection of ironing and pressing results.

For Pressing Suits—
It's faster, easier, because no pressing cloth is needed. Helps remove shine, too.

For Ironing Curtains and Draperies—
The Aluron helps to restore the original lustre to draperies.

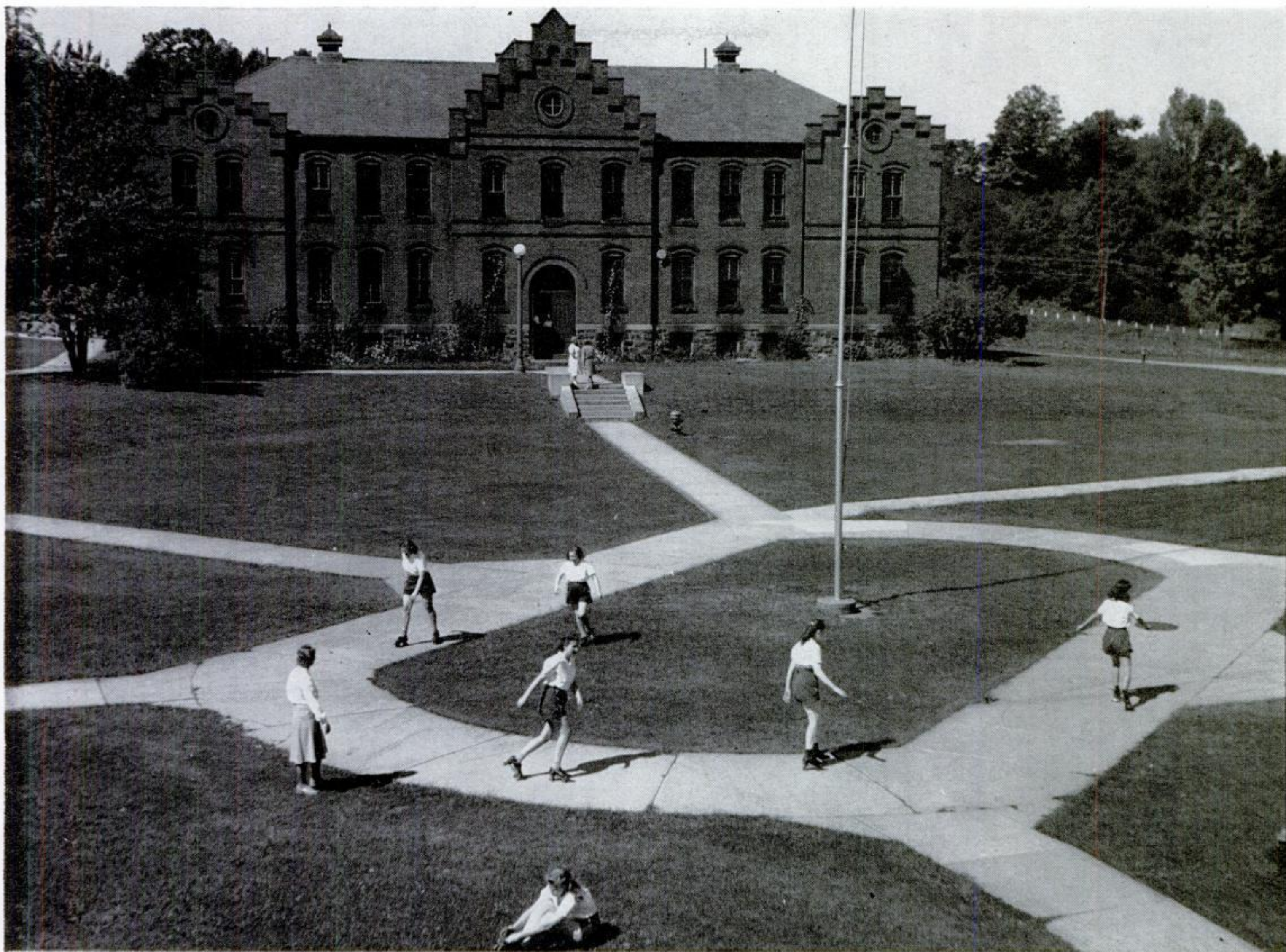
For Blocking Hand Knit Garments—
Just steam sweaters and knitted fabrics. Stretched places spring back into shape.

All Prices and Specifications Subject to Change Without Notice. See Your Dealer.

More women have bought and use G-E Irons than any other make in America

GENERAL ELECTRIC





Reformatory grounds look more like a college campus. The buildings are called cottages, the inmates are generally referred to as "the girls." Their average age is 19 and most of them

are classified as wayward minors, a term that covers a multitude of sins from moral turpitude to shoplifting. Rollerskating around the flagpole is part of the daily sports program.

WOMEN'S PRISON

MODERN METHODS MAKE CONFINEMENT CONSTRUCTIVE

The last decade has brought great and good changes in the penal system of the U. S. Since 1930 forward-thinking sociologists, aided by psychiatric understanding of what makes Sammy (or Suzy) sin, have been gradually transforming prisons from places of destructive punishment to institutions of learning and rehabilitation.

Conditions in women's prisons were particularly scandalous until the reformers took hold. Inmates were crammed into tiny, airless cells, often in a wing of a men's prison, and left there to mold. Most emerged sworn enemies of society and promptly erred their way back to jail.

But legislation in many States now provides separate maintenance for women's prisons and they are rapidly becoming the most progressive in the country. Representative of the best trends in modern penology is New York's Westfield State Farm, whose reformatory and prison are shown on these pages. A minimum security institution with a population of 486 women serving terms of one year to life, it strives to study the individual, correct unsocial attitudes and foster self-respect.

Westfield was one of the first prisons to emphasize vocational training. Its work program is planned with three purposes: 1) to make the institution as self-supporting as possible; 2) to teach the prisoners work habits and discipline; 3) to give them a trade more suitable than prostitution or thievery. It turns out competent laundresses, cooks, waitresses, seamstresses and typists—even an occasional interior decorator who has learned to make the best of barren surroundings by decorating her prison room. On the opposite page is a shining example of what can be done with a cell.



Superintendent Henrietta Additon took charge of Westfield 18 months ago, has earned the prisoners' affection and respect by her policy of humane treatment, firm but friendly guidance.



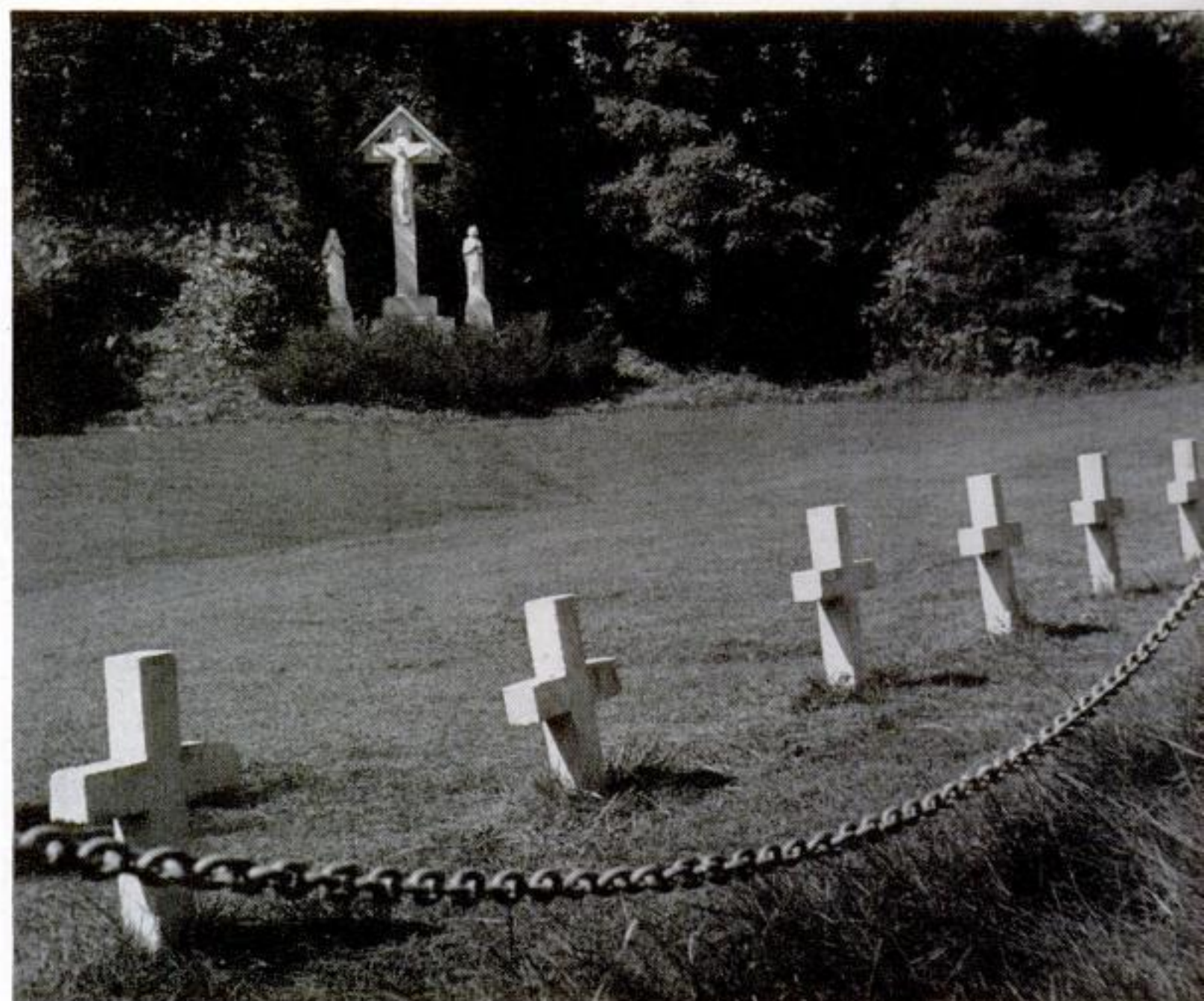
Prison grounds are enclosed only by high fence topped with barbed wire. Though escape would be comparatively easy, there has been but one in the last three years. Here prisoners sun themselves.



Reformatory hospital houses babies born in the prison, most of them illegitimate. The 31 babies there now are entirely cared for by their mothers who thus learn to be children's nurses.



Prison cafeteria is entirely serviced by inmates. Food is plain but good though women sometimes suffer from fumbling efforts of newcomers who can't yet cook meatballs without burning them.



Babies who die in prison are buried in cemetery outside the gates. Others are usually kept by mothers who bring them up after they leave prison. A minority are given out for adoption.



Vigilant matron watches as softball game goes on in background. Only male guards are stationed outside fence, carry no guns, are not allowed to lay hands on the women.



Visiting team from a neighboring town plays the prison softball team (called "Hill") and loses. Games, like Saturday night movies, are privileges forfeited by misbehavior.

CONTINUED ON NEXT PAGE



STEP 1. Composition is outlined with transparent china ink on white gesso ground.



STEP 2. Gesso ground is covered with lightly painted colors in egg tempera.



STEP 3. Oil varnish glazes are painted over tempera colors, while details are also painted.



STEP 4. Final enriching glazes with full detail painting completes the picture.

HIDDEN IN A BRUEGHEL MASTERPIECE

— the key to this whiskey's rare flavor!



THIS TREASURED CANVAS, "The Fall of Icarus," was painted over 380 years ago! Brueghel's distinctive technique in *blending* his colors to perfection is recreated for you in the master's own style by Georges Schreiber, well known contemporary artist.

Brueghel's superb technique is the key to another masterpiece—Fine Arts Whiskey. For Fine Arts is an original *blend* of superlative straight whiskies—each 5 years old; each unsurpassed. Together, they achieve the whiskey *blend* of perfection!

COPR. 1941, CANADA DRY GINGER ALE, INC. *

FINE ARTS

A Blend of 5 year old
Straight Whiskies

90 PROOF

Distributed by Canada Dry Ginger Ale, Inc., N.Y.
THE STRAIGHT WHISKIES IN THIS
PRODUCT ARE 5 YEARS OLD, 90 PROOF.

*The
Height of Quality*
I.W. HARPER
The Gold Medal Whiskey

Women's Prison (continued)



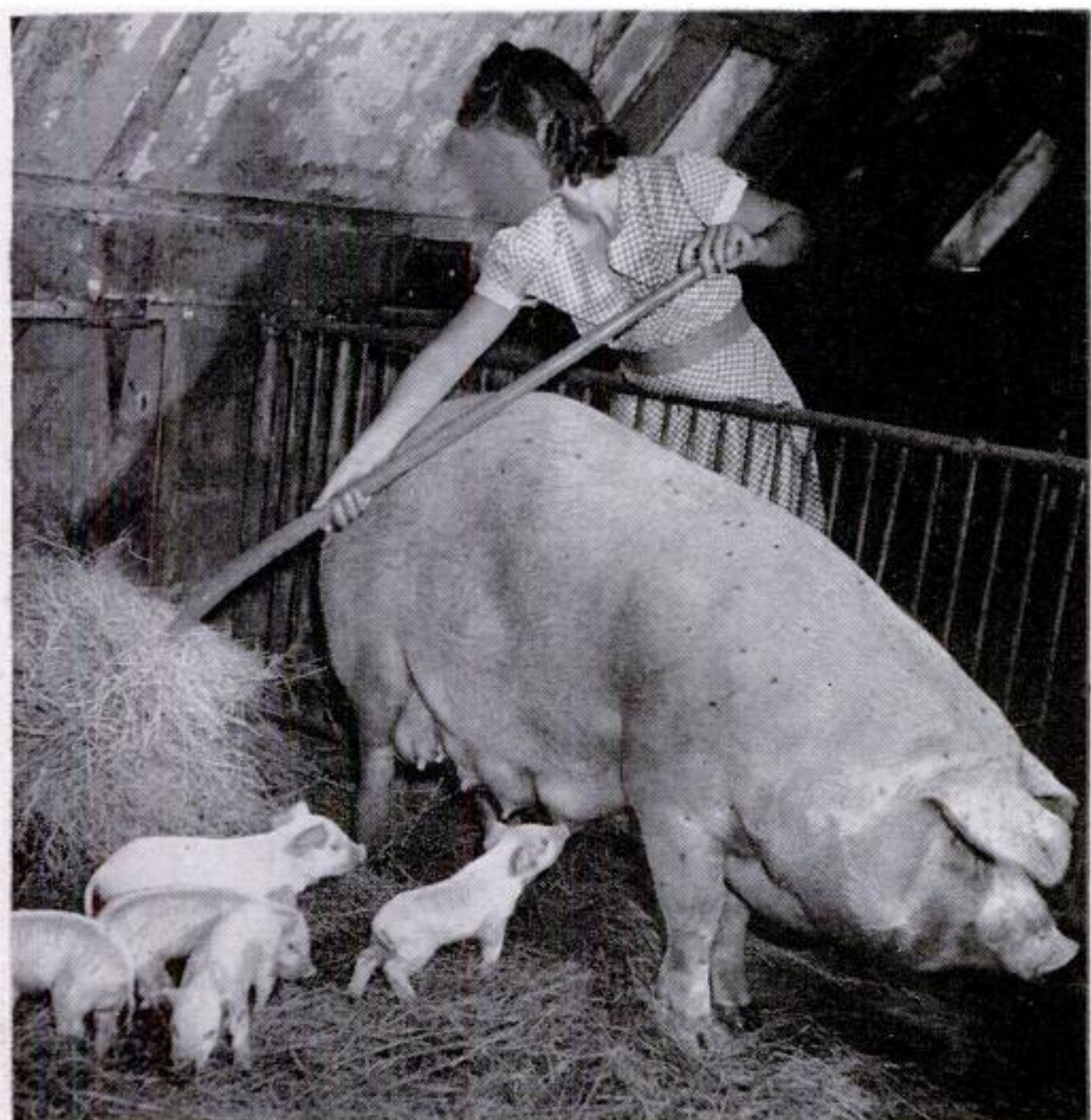
In Beauty School, the reformatory girls learn to give shampoos, waves, manicures. Though prison women may not work here, they get weekly beauty treatments, are



Classes in typing and stenography are held in the prison's library. Here also the inmates listen to visiting lecturers on current events, sit together to knit for Britain.



encouraged to keep well-groomed. Here, inmates in chairs wear their printed recreation dresses, student operators wear white coats over regulation plain cotton garb.



Farm work is an important part of reformatory's program. On 85-acre farm outside grounds, girls help raise pigs, chickens and vegetables for institution's consumption.

CONTINUED ON NEXT PAGE

WHERE YOU SEE THE FAMOUS "Kicks"

There you see America's best-dressed men . . . and Portage Shoes — the high score in smartness for stadium, street or business wear. Portage is "first-team" quality. You'll wonder how it's done, at Portage prices. Get into a huddle with the nearby Portage dealer . . . or write us for his name.

PORTAGE SHOE MFG. CO., Milwaukee, Wisconsin



Model 149
STANFORD
Aniline Brown Veal



Model 2255
Air Cushioned
PORTO-PED
Black or Brown Calf



Model 6879-1
BOULEVARD
Cordwainer hand
finished Brown

PORTAGE

Shoes for Men \$5.50 to \$8.50



"But at least you get it in writing!"

Letter perfect, we call it...with those sentimental little posies printed all over the moss-soft Balbriggan bed of Munsingwear's newest nightie. In it, you'll look so very fragile and protected. And you'll *be* protected with its light, soft warmth. In the same grand Balbriggan...trim-tailored pajamas in solid colors that flatter you like flowers. Inexpensive...at better stores. Munsingwear, Inc. • Minneapolis • New York • Chicago

MUNSINGWEAR *Balbeauties*

Fit That Lasts!

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

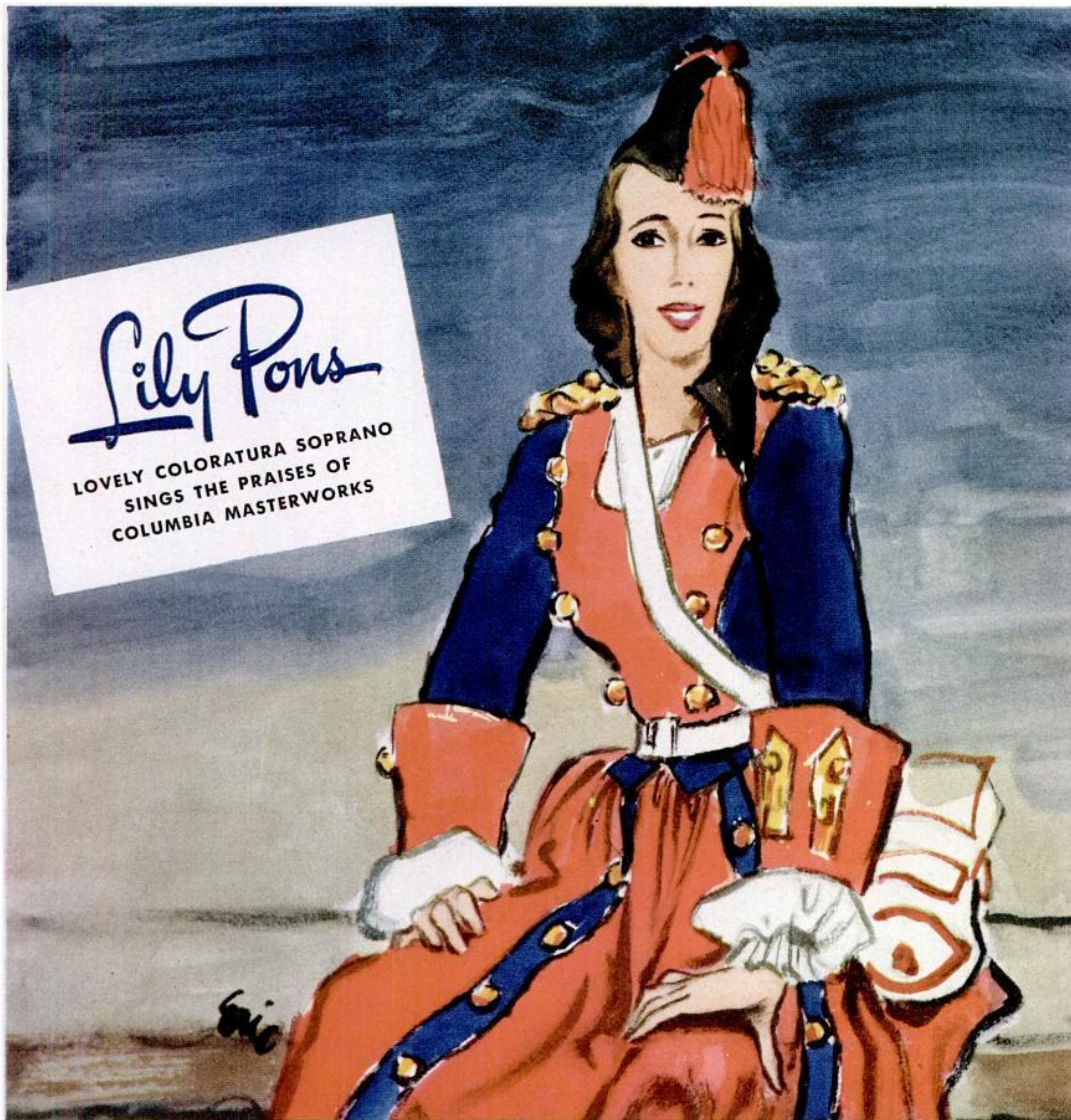
Women's Prison (continued)



Church services are held every Sunday for Catholics, Protestants, Christian Scientists and Jews. Many women who never went to church turn to religion while in jail.



Segregation is the prison's worst punishment. Intractable cases are isolated in cell furnished only with a bed, given decent food but nothing to do until they repent.



From an original painting for Columbia Records by Carl Erickson

**"MY FIRST COLUMBIA RECORDS—
'DAUGHTER OF THE REGIMENT'—HOW LIFELIKE THEY ARE!"**

NOW, for the first time, I hear my own voice on Columbia Masterworks. In my new recording I sing 'The Daughter of the Regiment'—and it is like magic. So real, so true to life, so clear!

"When I listen to my good friends of the Metropolitan on Columbia records, I feel as though I am standing by their sides on the stage! Have you heard Salvatore Baccaloni, Lotte Lehmann? Such rich tone—is it not so?

"As it is with my beloved opera, so it is with symphonies and instrumental works. That same dazzling clarity! These Columbia Masterworks are indeed great music. Bravo, Columbia!"

FULL-DIMENSIONAL TONE IS HERE!

Here's the secret of that rich tone Miss Pons applauds in Columbia records. A new Columbia process eliminates at least 55.3% of the surface noise. (These measurements were taken by the head of an independent, non-

commercial communications laboratory.) Thus Columbia alone makes it possible to turn up the tone control of your machine and play Columbia Masterworks with concert-hall realism . . . bringing you all the lovely, "high-frequency" overtones essential to complete tonal beauty.

No more need to blot out those exquisitely rich overtones in order to blot out objectionable surface noise! No more flat, lifeless "one-dimensional" tone!

LAMINATION REDUCES SURFACE NOISE 55.3%

This exclusive new Columbia process applies a layer of fine sensitized material *on the sound surface* . . . material which would be prohibitively expensive in ordinary solid-stock records. The result—a brilliance of tone never before achieved . . . at least 55.3% less surface noise.

Test it! Listen to the new Columbia Masterworks. Then play *any* regular old-method record at the same tone level. Listen to the difference!

New

**THESE GREAT
ADDITIONS TO YOUR
RECORD LIBRARY**



Magnificent Lily Pons debut

LILY PONS, in arias from Donizetti's "The Daughter of the Regiment," with the Metropolitan Opera Orchestra. Lily Pons makes her debut on Columbia Records in a brilliant album that all true opera lovers will want to own. Here is Lily Pons in one of her most delightful roles . . . one which completely enchanted audiences last year at the Metropolitan. The music is witty and sparkling, and the recording has such superb tonal fullness that every nuance of her exquisite soprano voice is reproduced with breath-taking clarity. A true-to-life recording of one of the great voices of all time. Two 12-inch Records, Set X-206 . . . **\$2.50**

**Captured . . . the full power of
the "1812 Overture"**

ARTUR RODZINSKI and The Cleveland Orchestra: Tchaikovsky's "Overture 1812." Another great Tchaikovsky favorite, this dramatic successor to the stirring "Marche Slave" (11567-D) depicts Russia's resistance to the Napoleonic invasion. Again a Rodzinski performance of tremendous emotional force. Two 12-inch Records, Set X-MX-205 . . . **\$2.50***

**Full-dimensional tonal beauty
of a great quartet**

THE BUSCH QUARTET: Beethoven's Quartet No. 13, Opus 130, in B Flat Major. Here is Beethoven at his best in a Columbia record debut of a world-famous quartet at its best. The work is one of the sublimely beautiful "last quartets." Five 12-inch Records, Set M-MM-474 . . . **\$5.50***

**First recording of
a brilliant symphony**

MITROPOULOS and the Minneapolis Symphony Orchestra: Mahler's Symphony No. 1 in D Major. The greatest Masterworks recording of Mitropoulos brings you, for the first time, this daring and brilliant work. From lilting country dances to titanic climaxes, every orchestral effect is magnificently recorded. Six 12-inch Records, Set M-MM-469 . . . **\$6.50***

* Available in modern automatic sequence

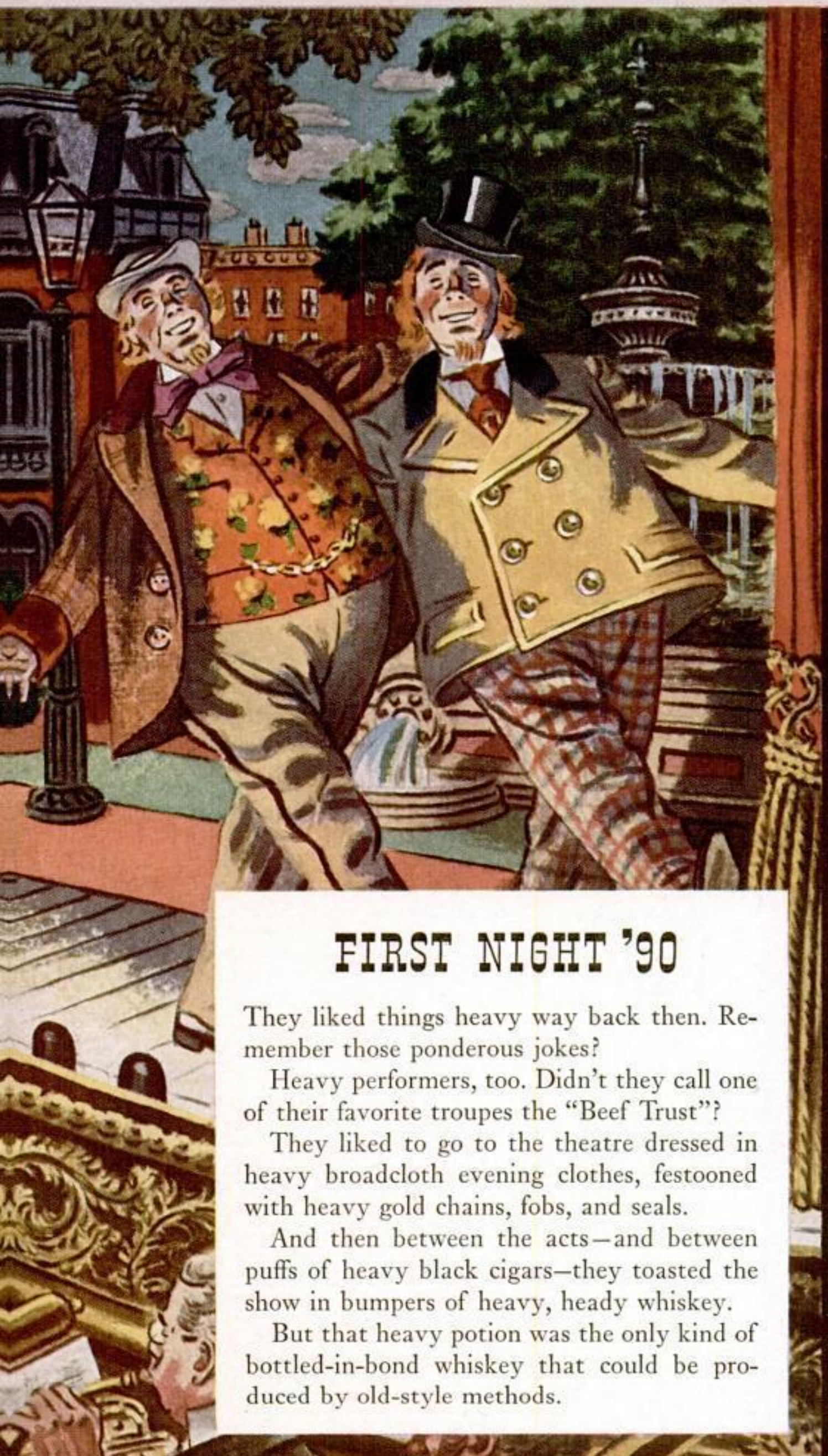
Columbia

MASTERWORKS RECORDS

COLUMBIA RECORDING CORPORATION A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

Trade Marks "Columbia," "Masterworks" and Reg. U. S. Pat. Off.

SINCE THE DAY OF TA-RA-RA-BOOM-DE-AY
Your TASTE, too, has changed!



FIRST NIGHT '90

They liked things heavy way back then. Remember those ponderous jokes?

Heavy performers, too. Didn't they call one of their favorite troupes the "Beef Trust"?

They liked to go to the theatre dressed in heavy broadcloth evening clothes, festooned with heavy gold chains, fobs, and seals.

And then between the acts—and between puffs of heavy black cigars—they toasted the show in bumpers of heavy, heady whiskey.

But that heavy potion was the only kind of bottled-in-bond whiskey that could be produced by old-style methods.



FIRST NIGHT '41

Can you imagine yourself sitting through a show of the vintage of '90?

Or wearing clothes like those—except at a masquerade?

Or drinking one of those old-style, heavy, heady potions between the acts? Of course not!

That's why you *Signal for Signet!* It's as tuned to your tastes as a streamlined revue. As different from Grandad's whiskey as all your tastes are from his.

The first bonded whiskey of its kind. Light-bodied as Scotch. Rich, but *light!*

So...next time say, "Where's Signet?" before you say, "Here's how!"

A whiskey as distinctive as your *Signature*

Hiram Walker's
Signet
First Bonded Whiskey of its kind

**DELIGHTFULLY LIGHT... BECAUSE
 IT'S AGED IN AGED WOOD**

Signet is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskies and the rarest French brandies are also aged in casks that have been thus pre-mellowed.

HIRAM WALKER



Copr. 1941
 Hiram Walker & Sons Inc.
 Peoria, Ill.

This whiskey is
5 YEARS OLD
100 proof



BOYER TELLS OLIVIA HE HAS PUT HIS MOTHER'S WEDDING RING ON HER FINGER



THE RING STORY IS A FAKE, BUT OLIVIA, A U. S. SCHOOLMARM, IS SWEEPED AWAY

MOVIE OF THE WEEK:

Hold Back The Dawn

Boyer makes love to a schoolmarm

Hold Back The Dawn is a long, quiet, competent movie that would pass without a ripple, were it not for one ingredient. That ingredient is cinema's No. 1 love-maker, Charles Boyer, this time making love to a nice American girl. And that ingredient alone will suffice to turn *Hold Back The Dawn* into top-drawer box-office for Paramount Pictures.

On this page you see Charles Boyer's big scene in which, taking Olivia de Havilland in his arms, he whispers love words into her ear. "I have been watching your face," he murmurs, "learning it like a poem." Other romantic phrases, uttered in a low,

accented voice, are sometimes hard to catch. But millions of U. S. women will sit forward on the edge of their theater seats as he flashes at Olivia his wistful Gallic smile and opens wide on her his famous "bedroom eyes."

The setting for this exhibition is a story of European refugees who huddle patiently in a Mexican border town till, as quota immigrants, they can pass through wire gates into the haven of America. Somewhat painful and fragmentary when dealing with these unhappy folk, *Hold Back The Dawn* comes brilliantly to life when Boyer meets De Havilland.

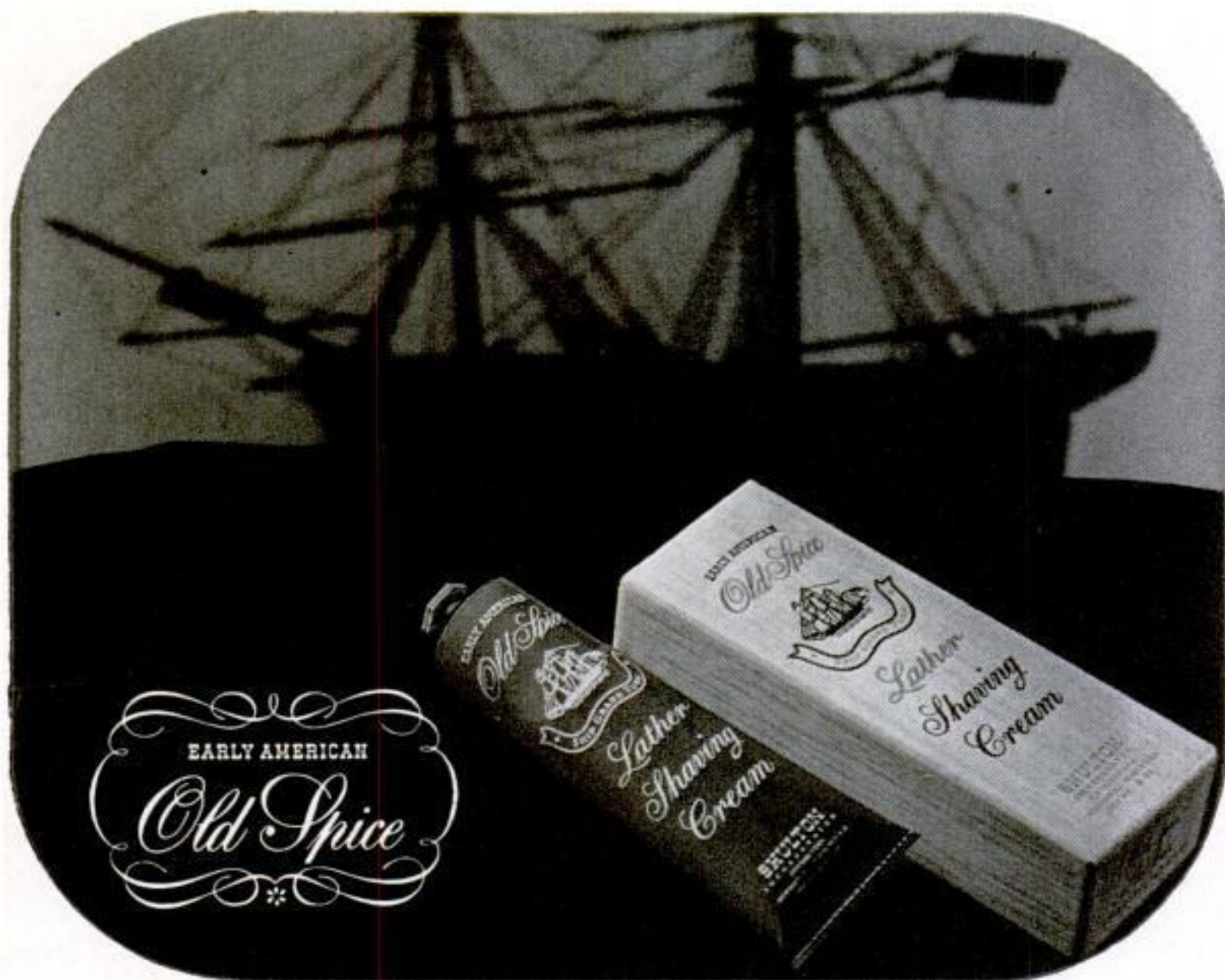


BOYER: "WE ARE LIKE TWO TRAINS HALTED FOR A MOMENT AT THE SAME STATION"



WHEN BOYER MAKES CINEMA LOVE, FEW WOMEN CAN RESIST HIS LOVELORN LOOK

Enjoy a Luxury Shaving Cream



Lather or Brushless Type . . . 50¢ the tube

The ultimate in shaving comfort, ready-for-action the moment it touches your face. A shaving cream that's cooling and refreshing yet softens the toughest beard instantly. Scented with Old Spice. The generous utility tubes are handsomely boxed the early American way. *Old Spice Shave Soap in the famous pottery mug... \$1.00.*

EACH A SHULTON ORIGINAL

*Trade Mark Reg. U. S. Pat. Off. • SHULTON, Inc. • Rockefeller Center • 630 Fifth Avenue, N.Y. C.

JIM HAD A "SALT-AND-PEPPER" COMPLEX

TILL A CHEF TIPPED ME OFF TO COLMAN'S

No more "flat" food at our house since I learned how to season with this choice dry mustard. Jim says it gives meats, gravies, sauces and salad dressing just the fine racy flavor men like. So I keep a tin always handy—use Colman's to give a real chef's touch to everyday food.

FREE RECIPE BOOKLET

Atlantis Sales Corp., Sole Distributor, 3413 Mustard Street, Rochester, N. Y. Please send me 12 new Coleman's recipes.

Name _____
Address _____



"Hold Back The Dawn" (continued)



In a strange beginning that resembles a trailer for *I Wanted Wings*, Boyer appears on Director Mitchell Leisen's movie set to offer his story for \$500.



An auto collision gets his story really started. The school bus is driven by a U. S. teacher visiting the Mexican town where Boyer waits for a visa.



Forced to spend the night in a hotel lobby, the teacher wakes at dawn to find Boyer sitting before her. He seeks an American wife to speed his U. S. entry.



A hasty marriage by a Mexican judge gives Boyer the papers he needs to get his visa. The school teacher returns to her California home to wait for him.



The other woman in Boyer's life helps him write a letter to the immigration officials. Once in the U. S., Boyer plans quickly to cast his new wife off.



A honeymoon trip brings Boyer and the teacher to a fiesta in a Mexican village. They kneel in the church and are blessed in English by village priest.



Their bridal suite is the school bus under open sky. But Boyer has begun to love his wife. He feigns a wrenched shoulder to send her home untouched.



The bitter truth of Boyer's scheme to abandon her in the U. S. is blurted out by the other woman to the wife. Broken-hearted, the teacher packs.

CONTINUED ON NEXT PAGE



Dirt and countless tiny, dry, dead surface cells darken and coarsen skin

Cover face and throat with 1-MINUTE MASK of Pond's Vanishing Cream

See how much *brighter* skin looks—how much *softer* it feels!

1-MINUTE MASK

gives skin new LOOK... new FEEL

DELIGHTFUL! QUICK! This exciting *new way* of using Pond's Vanishing Cream! You *cover* your face *thick* with a cool mask of the cream. Smooth all over from throat up (except on your eyes). Leave mask on *one full minute!* Then just wipe it right off!

LOVELY RESULTS! You'll adore the fresh, bright *look* your skin has—the soft, soft *feel* of your cheek. The "keratolytic" action of Pond's Vanishing Cream mask has *dissolved* countless tiny bits of dead surface skin that dulled your complexion.

After the 1-Minute Mask your skin *looks* lighter, clearer. It *feels* much smoother.

Powder Base—always before powdering smooth Pond's Vanishing Cream on lightly. It gives a flattering mat finish that holds powder for hours.



New LOOK!

New FEEL!

One 1-Minute Mask with Pond's Vanishing Cream and you'll use it always! Use in the morning, evening or during the day.



MRS. NICHOLAS RIDGELY DU PONT

Excited over 1-Minute Mask

Mrs. Nicholas Ridgely du Pont and other society beauties who use Pond's Vanishing Cream as a powder base are delighted by the new 1-Minute Mask and telling their friends to try it. "I *love* this new way of using Pond's Vanishing Cream," says Mrs. du Pont.

Get POND'S Vanishing Cream today. Treat your face to a 1-Minute Mask. For generous sample, mail coupon below!



FREE! 1-MINUTE MASK

POND'S, Dept. 21-VK1, Clinton, Conn.

I want to try the exciting new way of using Pond's Vanishing Cream so many society beauties are enthusiastic about. Please send me enough cream for one 1-Minute Mask—FREE.

Name _____

Address _____

(Offer good in U. S. only)

**BROTHER
BEN WAS A
FUGITIVE
FROM
A BURNED-
OUT LIGHT BULB . . .
HE'S HEADED FOR THE
STORE NOW TO
GET SOME NEW
WESTINGHOUSE
MAZDA LAMPS**

*Better Light means
Better Sight*

SAY, HOW MANY EMPTY SOCKETS
ARE THERE IN YOUR HOUSE?

WESTINGHOUSE

New England Favorite

Syrup with
that real
Maple Sugar
Flavor

• Up in New England, where they know their maple sugar flavor, Vermont Maid Syrup is the favorite and largest seller! It comes right from the heart of the maple sugar country—blended from purest cane and maple sugars. Never varies—always rich in true maple sugar flavor. In attractive glass jugs. Penick & Ford Ltd., Inc., Burlington, Vt.

Vermont Maid Syrup
PACKED IN BURLINGTON, VERMONT

"Hold Back The Dawn" (continued)



The teacher is questioned by an inspector who suspects Boyer's treachery. She defends Boyer, but racing homeward, her car crashes.



Boyer follows her, outwitting officers who chase him to Los Angeles. He finds her near death in hospital, gives her the will to live.

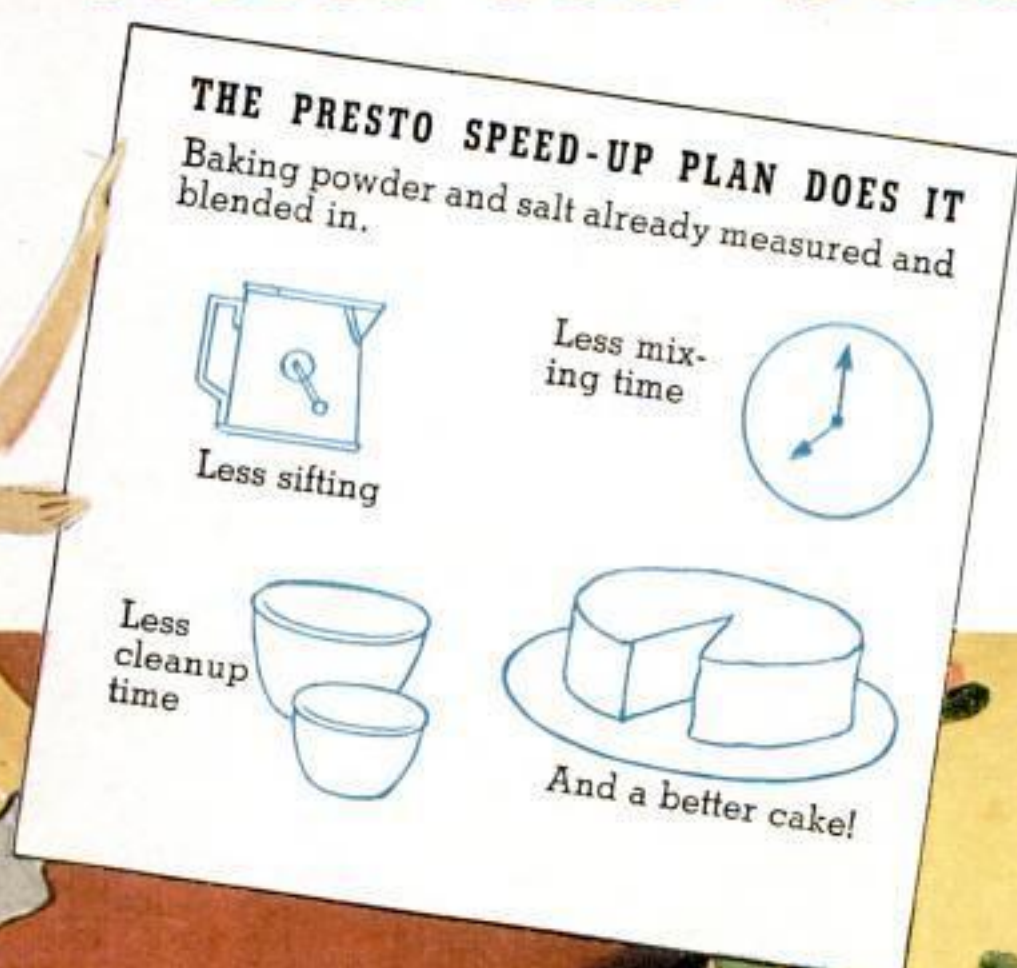


The story reverts to the studio where Boyer has told his tale to the director. Here the U. S. immigration inspector catches up with him.



At the gates of his new country, Boyer is reconciled with his recovered wife. Convinced of his honesty, U. S. permits him to enter.

You add no baking powder or salt



Presto. . New idea in cake flour, speeds up cake-making, eliminates mistakes, makes lighter, higher cakes by actual test . .



How to make chintz design



You can get these and other materials at any candy store—and at very low cost. Interesting variation—candied orange peel cut in triangular or diamond shapes.



Lily design made from white and green candy pastilles.



"Dot-Dash" design made from cinnamon "dots" and white pastilles.

Cake-Baking Revolutionized

You've been making cakes just as your mother made them—and her mother before her. And then—suddenly—you discover that cake-baking has been revolutionized! That's what Presto Cake Flour has done.

It's so speedy you can stir up a cake while getting dinner. It's so sure you can scarcely turn out anything less than a "championship" cake.

Lighter, Higher Cakes

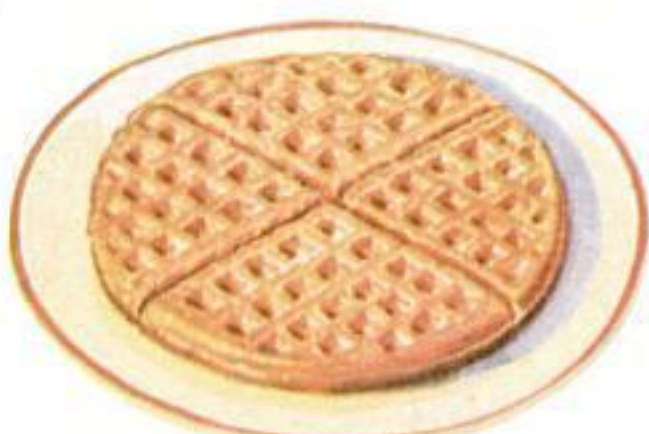
Here are the three reasons why Presto Cake Flour is better for cake-baking than old-style cake flour: (1) A finely milled flour from special wheat—very fine, very soft. (2) The baking powder and salt are already added—measured in just the right proportions—scientifically. (3) Flour, baking powder and salt are then sifted together again and again—more thoroughly than you could possibly do it yourself.

This scientific sifting isn't done just to save you bother. In actual tests it makes higher, lighter cakes than the very same ingredients, in

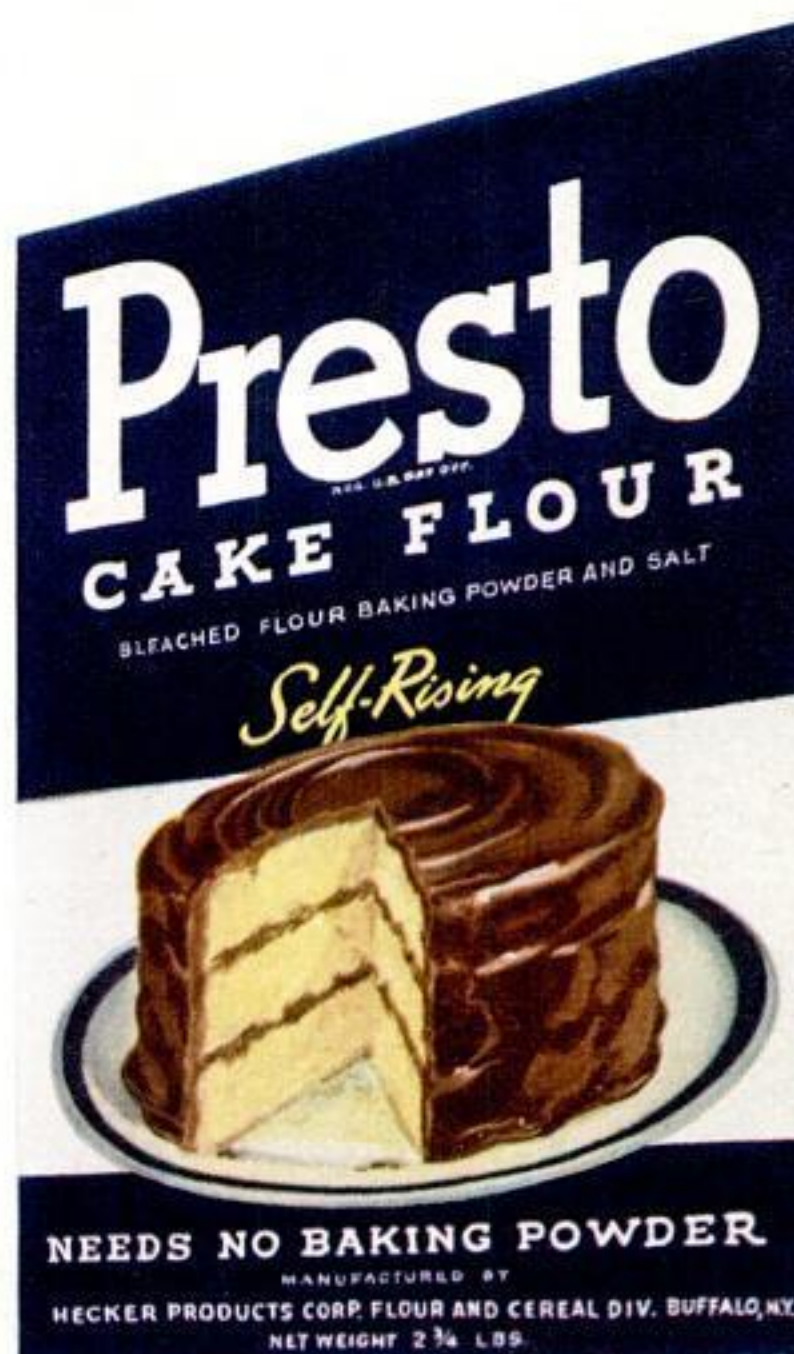
the very same proportion, sifted together in your kitchen.

With this flour you simply can't use the wrong kind or wrong amount of baking powder. (Most common causes of baking failure.) You just can't forget baking powder or salt—or mix them insufficiently—because Presto already has baking powder and salt measured and blended in.

You'll see the beautiful results in this Chintz Cake—so easy to make . . . and in all such things as muffins, waffles and biscuits. Presto—a premium quality flour at everyday prices. Buy a package today.



Who said waffles are hard to make? Not with Presto—the speedy, fail-proof cake flour! The tricky measuring, the tedious sifting are already done for you. Recipe on the Presto box.



CHINTZ CAKE

A quaint, old-fashioned idea for a modern cake—easy with Presto.

Sift, measure 2 c. PRESTO Cake Flour.
Set one side.
Sift, measure another 2 c. PRESTO Cake Flour.
Set one side.
Cream 1 c. butter or shortening
With 2 c. sugar
And 2 tsp. vanilla.
Divide creamed mixture. To one half
Add 1½ tsp. grated orange rind
And 3 egg yolks beaten light.
Measure ¾ c. water. Add alternately with about ½ c. of Presto Flour at a time, using up one portion of Presto. Stir smooth after each addition. Pour into one layer cake pan greased, bottom lined with waxed paper and the paper greased. Be sure pans are 1½ inches deep. To other portion of creamed mixture add ¾ c. water alternately with about ½ c. of Presto at a time. Stir smooth after each addition.
Fold in 3 egg whites beaten stiff.

Place in second layer cake pan, greased, bottom lined with waxed paper and paper greased. Bake both layers. Cool. Remove from pan and put together with orange marmalade or orange frosting. Frost with orange frosting. Decorate with small orange-colored candies or bits of candied orange peel, and split pistachio nuts for leaves.

BAKE: 350 degrees—45 to 50 minutes. MAKES: 2 deep 9-inch layers.

ORANGE BUTTER FROSTING

Cream 2 tbsp. butter
With ½ c. confectioners' sugar
And 1 tsp. grated orange rind
And 1 egg yolk.
Add 2 c. confectioners' sugar.

Moisten with . . . 1 tbsp. lemon juice and enough orange juice to make frosting right to spread.

Remember—no baking powder or salt when you use Presto Cake Flour.

10 easy tested recipes
← right on the box

(Send for illustrated 40-page recipe book—3 cents in stamps—to Nancy Holmes, Hecker Products Corporation, 88 Lexington Ave., New York City.)

How do YOU rate

...with a WOMAN?



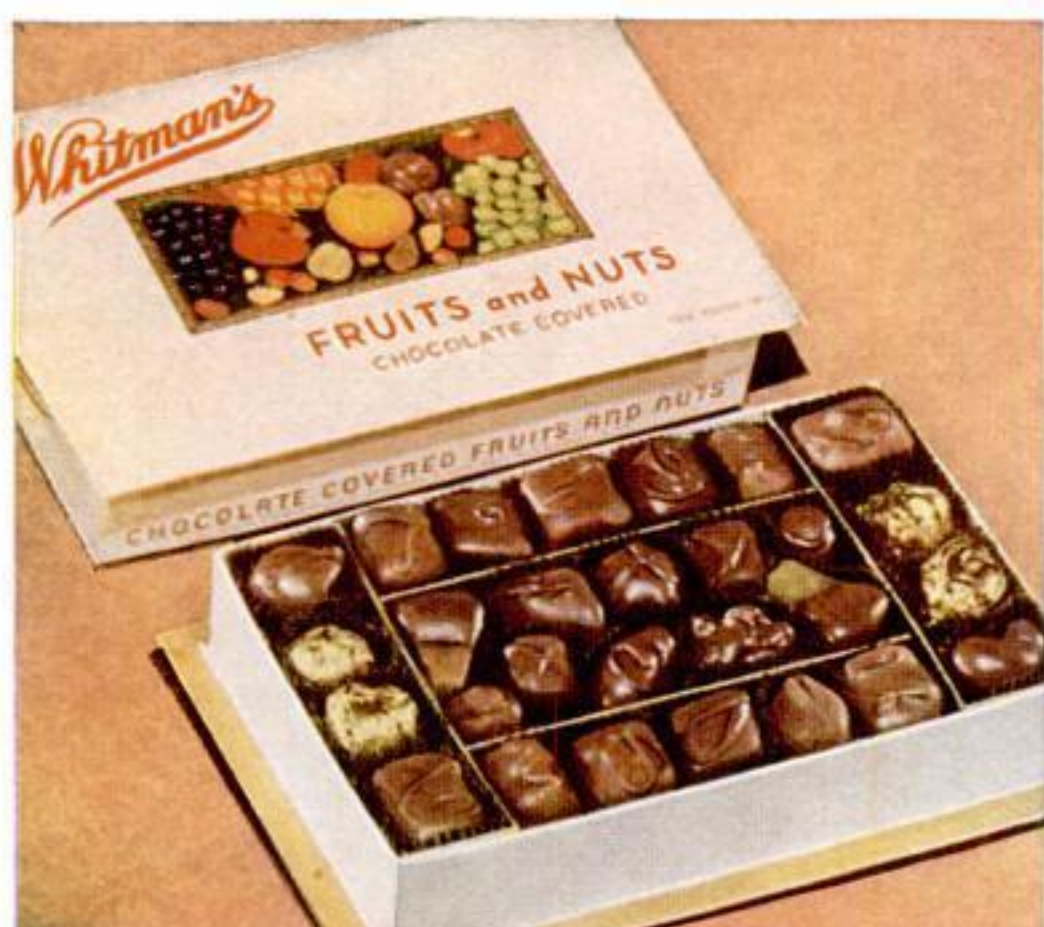
The score you get will be high or low according to how well you remember the kind and thoughtful attentions that mean so much to every woman.



DO YOU REMEMBER... never to forget her anniversary? You may be sure she never forgets! Give her a present she'll appreciate for itself... as well as for your thought... a Whitman's Sampler. The choicest of choice candies... nutty and honey caramels, nuts, creams, fruits, in the famous cross-stitched box... \$1.50, \$3, \$5 and \$7.50 sizes.



DO YOU REMEMBER... birthdays? Thoughtful men do—men who know the way to a woman's heart. A grand birthday gift... a gift you know she'll like is Whitman's Fairhill—America's most popular box of fine candy at \$1 a pound. A delightful assortment of nuts, fruits, creams and other favorites... in 1, 2, 3 and 5 pound sizes.



DO YOU REMEMBER... that any day is a day to show her that you care... that love doesn't live by calendars alone? Tonight, take home Whitman's Fruits and Nuts. 1 and 2 pound sizes... \$1 pound.



DO YOU REMEMBER... to be a thoughtful host? For your next party have a box of Whitman's Miniatures on hand. Caramels, nuts, fruits, creams, other gem-like pieces. 1 and 2 lb. sizes, \$1 lb.



DO YOU REMEMBER... to be a thoughtful guest? No nicer way of saying "Thank you" to your hostess than with a Whitman's Bow-Knot... an exciting variety of finest chocolates. 1 or 2 lb. sizes, \$1.50 lb.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPY, 1941 STEPHEN F. WHITMAN & SON, INC., PHILADELPHIA



BORROWED FROM THE PERSIAN IS THIS HEAD AND HAIR-ENVELOPING TURBAN MADE BY VOGUE HATS. DRAPERY MAY BE WORN DOWN IN BACK, GIVING WEARER SPHINXLIKE LOOK

HATS

WEAR A HAT INSTEAD OF YOUR
HAIR IS THE NEW FALL SLOGAN

In the perennial battle of hat vs. hair, the hat faction has the advantage as the 1941-42 season opens. Throughout the spring and summer, hair was more in evidence than hat. Everyone, from youngsters to old women, wore glorified skull caps, mere apologies for hats, with hair all out—front, side and back. The hairdressers loved it. Hats which expose much hair usually mean frequent grooming sessions at beauty parlors.

As the fall fashion season opens, hats have done a

complete about-face. Instead of the high-perched pee-wee or beanie crowns which had to be anchored with elastics, bobby pins or hat pins, the new hats sit on the head, stay put without benefit of gadgets. They have crowns made to fit the head. Some, like the cloche or beret (*see page following*) cover only part of the hair. Others with snoods, ruffled petticoat backs or wimple, like the one above, cover all but a wisp. The most spectacular have deep back pouches into which shoulder-length bobs can be tucked, pillowcase fashion.

HOW TO GIVE YOUR CHILDREN EXTRA IRON

THREE DELICIOUS WAYS



• **BRER RABBIT** New Orleans Molasses gives children extra iron the way they love to get it—in appetizing, delicious foods. And mothers appreciate the economy of giving extra iron this way.

Scientific tests prove Brer Rabbit New Orleans Molasses is second only to beef liver as a rich food source of available iron. 3 tablespoons of Brer Rabbit supply about one-third of a child's minimum daily iron requirements.

Brer Rabbit New Orleans Molasses comes in two flavors—Green Label, a dark, full-flavored molasses; Gold Label, a light, mild-flavored molasses.



FREE

Cook Book—over 100 ways to use molasses. Also pamphlet on children's iron needs.

PENICK & FORD, LTD., INC., New Orleans, La., Dept. LF1006-1

Please send me free copies of Brer Rabbit's "Modern Recipes for Modern Living" and "Something Every Mother Should Know."

Name _____ (Please print name and address)

Street _____

City _____ State _____

Fall hats (continued)



Pillowcase beret, worn off forehead, has a handy back pouch for tucking in long bobs. The profile beret (below) by Howard Hodge covers back of head and one ear.



Cloche-type hat (below) by Sally Victor is reminiscent of deep-crowned, brimmed favorite of 1924, memorable because it almost completely concealed head of wearer.



Comet on the "emergency shelf?" By all means! Its use is unique. Quick-to-fix dishes by the dozens for every occasion and purpose; vegetable, filler, breakfast food, dessert... Comet fulfills each with timely, satisfying goodness.

***ENRICHED WITH VITAMIN B₁**
Vitafied Comet Rice is a more healthful, improved product. It contains Vitamin B₁, and, through our new process, now cooks faster, lighter, drier, and flakier. Send boxtop for RICE RECIPES OLD AND NEW and learn why.



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COMET RICE MILLS • BEAUMONT, TEXAS

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For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.

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Handy-Sized Dictionary!"**

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A BANKER NAMED J. P. INFLATION
 WAS A REAL SUPER-SMILING SENSATION
 OUTSIDE—WHAT A SIGHT!
 INSIDE—WHAT A FRIGHT!
 HIS DENTIFRICE
 LACKED PENETRATION.



Clean Teeth aren't enough!

New type dentifrice with cleansing
 power proved by amazing Electric Eye
 cleans teeth, gums, the whole mouth
 safely, thoroughly, quickly, pleasantly!



Electric Eye Test Proves Vray Makes Teeth Startlingly Brighter After a Single Brushing

● In scientifically-controlled cases, the Electric Eye, a super-sensitive photoelectric instrument used in measuring the whiteness of paper, has been able to determine the true cleansing power of this new dentifrice. In case after case tested, teeth neglected or ineffectively cleaned have been made startlingly brighter, after only one brushing with Dr. West's Vray.



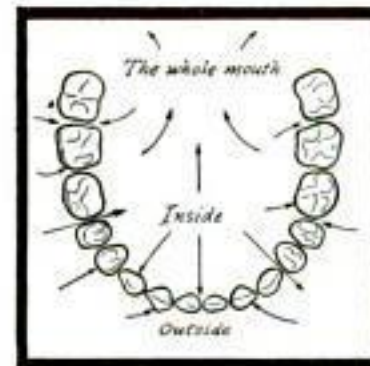
● Clean teeth are only a start toward whole mouth cleanliness. Any good dentifrice will clean teeth. But whole mouth hygiene calls for an entirely new type dentifrice—one that's basically different from all others. Such a dentifrice has been developed by the makers of Dr. West's famous Miracle-Tuft Toothbrush. It's Dr. West's Vray! The dentifrice with tooth-cleansing power proved by the infallible Electric Eye.

Vray even looks different. And it is! Not a liquid, not a paste, not a powder . . . Vray combines, among other refined cleansing and polishing materials, three patented ingredients. One with a remarkable faculty for quick penetration between the teeth and into the mouth crevices. The others for their surging, foaming cleansing action.

Vray cleans differently, too! The gentle action of a toothbrush releases its

vigorous cleansing power. Millions of tiny bubbles surge over, around and between the teeth, the tongue and other mouth tissue. This powerful cleansing force sweeps food particles before it, loosens and floats away surface stains and discolorations, bathes and sweetens the *whole mouth*.

Your druggist invites you to try Vray, a full-size bottle of it containing 231 brushings, on a satisfaction or money back basis. You've everything to gain—whole mouth hygiene . . . brighter, lovelier teeth . . . a winning smile.



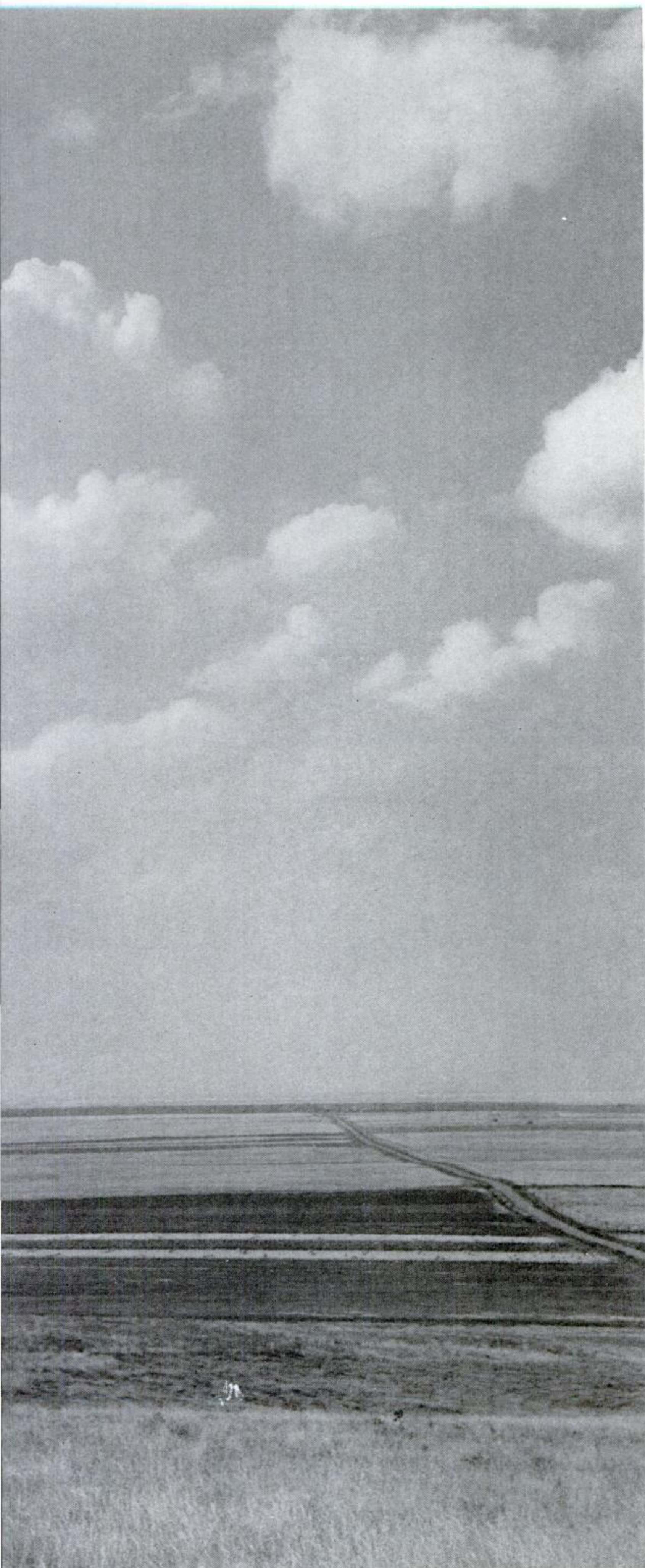
HOW VRAY CLEANS:
 Vray's surging, cleansing action cleans the whole mouth. See booklet packed with every bottle for this whole amazing story.

Copyright 1941 by Weeco Products Co.





THE HORIZON IS 40 MILES AWAY IN THIS PICTURE TAKEN FROM SNAKE BUTTE, CENTRAL POINT OF SOUTH DAKOTA. WILD GEESE MAKE SOME OF THEIR GREATEST MIGRATIONS



OVER THESE PLAINS. SOUTH DAKOTA'S 10,000,000 PHEASANTS PREFER MORE SETTLED LAND

SOUTH DAKOTA

ITS BOUNDLESS PLAINS ARE THE HEART OF A CONTINENT

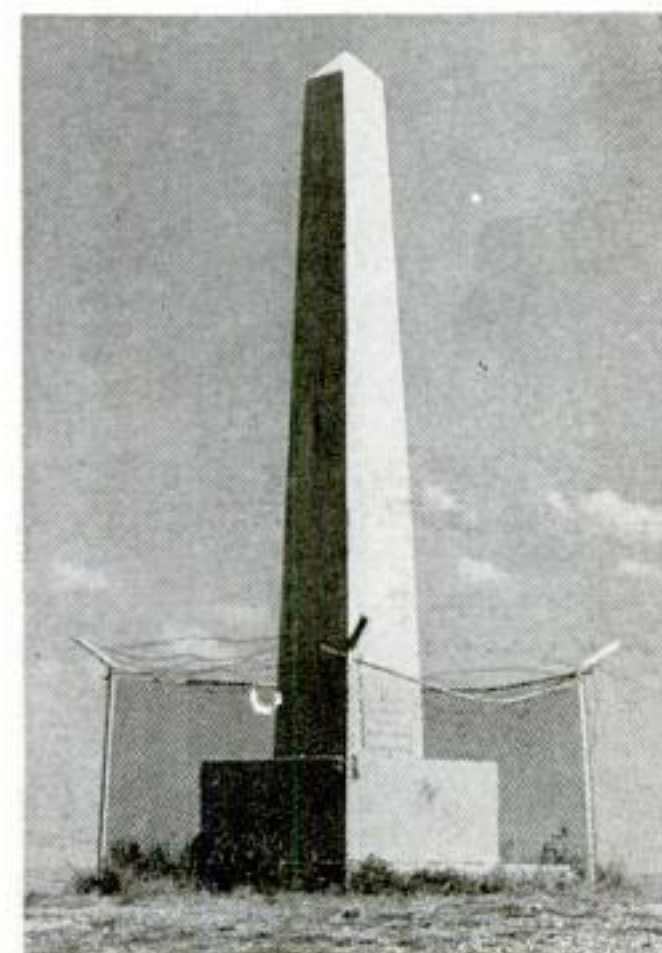
The calm immensity of mid-America is superbly recorded in the photograph at left, taken by LIFE Photographer Eliot Elisofon from the top of Snake Butte, near Pierre, the capital of South Dakota. Here, more than 1,000 miles from any ocean, the vast land sea of the prairie spreads endlessly in every direction. On this spot proud South Dakotans have erected a plain stone obelisk (*below*) to mark the geographical center of their State and "the approximate center of North America."

It is less than 70 years since the first wagon trains of white settlers crawled across these treeless plains. The prairie sun in summer and blinding winter blizzards were greater obstacles than mountains and rivers. So were the Sioux, fiercest of the western Indians. The Dakota Sioux wiped out Custer in Montana in 1876, and fought the last Indian battle with U. S. troops at Wounded Knee Creek, S. Dak. in 1890. Today a tenth of South Dakota's 50,000,000 acres is still Indian land.

During the drought disaster years of 1933-36, the prairie winds blew thousands of tons of soil off South Dakota's plains. Pessimists said the stripped land would never recover. But since then healing rains have fallen, and millions of once-barren acres in both the U. S. and Canada are now being reclaimed by crested wheat grass, developed by South Dakota's great scientist, Niels Ebbesen Hansen of Brookings (*see p. 108*). Crested wheat grass is excellent forage, needs little moisture, drives out Russian thistles within two years. In such hardy grasses, and a shift to beef and mutton instead of wheat and corn, lies a great new agricultural future for the American plains.

South Dakotans know their big, rectangular chunk of the U. S. map is one and a half times as large as England, that some of their counties are bigger than Rhode Island or Delaware. They boast that the lush bottoms of their Sioux River are "more fertile than the valley of the Nile," that their mineral-studded mountains are "the richest hundred square miles in the world," that their Bad Lands look like Heaven and Hell (*see pp. 104-105*), that their Black Hills were lofty peaks when "the site of the Himalayas was still a marsh." In the banks of their Missouri River, says their governor, is enough manganese "to supply the steel mills of America for the next hundred years." (It is low-grade undeveloped ore.)

But with all these glories, the biggest natural fact about South Dakota is still the windswept prairie. Rarely comfortable, often cruel, the prairie is never monotonous. In summer it smolders in a dusty haze, roads shrivel against the far horizon, the landscape is banded with smoky brown and gold and green. In winter iron winds swoop down from the heavens. Temperatures on the prairie range from 46° below to 115° above. Sometimes grasshoppers darken the sky, sometimes it is dust, or hailstones big as baseballs and hard enough to dent the top of a steel automobile. But such things are easily forgotten on a midsummer evening, just before a thunderstorm, when lightning splits the sky and the air is filled with the breath of the prairie, fresh and strong and clean as the smell of a new broom. Then the prairie and the men who live on it pause and wait, tensely, happily, for the blessing that only the sky can give them—rain.



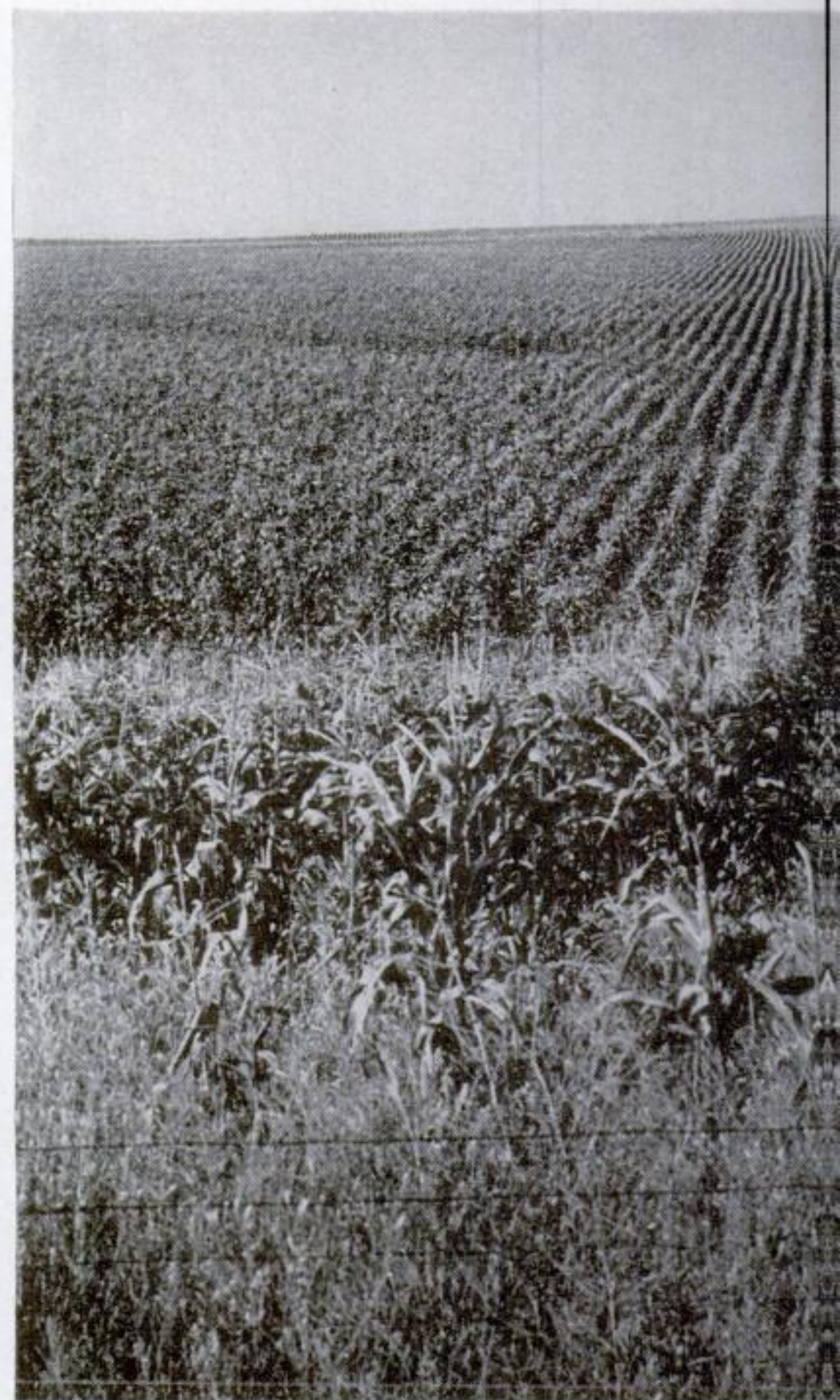
Fence and barbed wire protects Center Monument from souvenir chippers.

"BACK EAST:" CITIES AND CORN



South Dakota is big enough to have an East and a West of its own. Most of its cities are "Back East," in the agricultural valleys of the Sioux and James rivers, which was the

earliest settled area of the State. The biggest and most effete is Sioux Falls (pop. 41,000), whose John Morrell & Co. packing plant (above), employing 2,300, is State's largest.



This rich field of August corn is in the Big Sioux Valley just north of Sioux Falls—a countryside much like neighboring Iowa. It will yield 70 to 80 bushels an acre despite a late summer dry

"OUT WEST:" MOUNTAINS AND COWS



The West begins at the Missouri River, which cuts the State in two. West of the river is great cattle country where thousands of Texas yearlings come to fatten on brown but

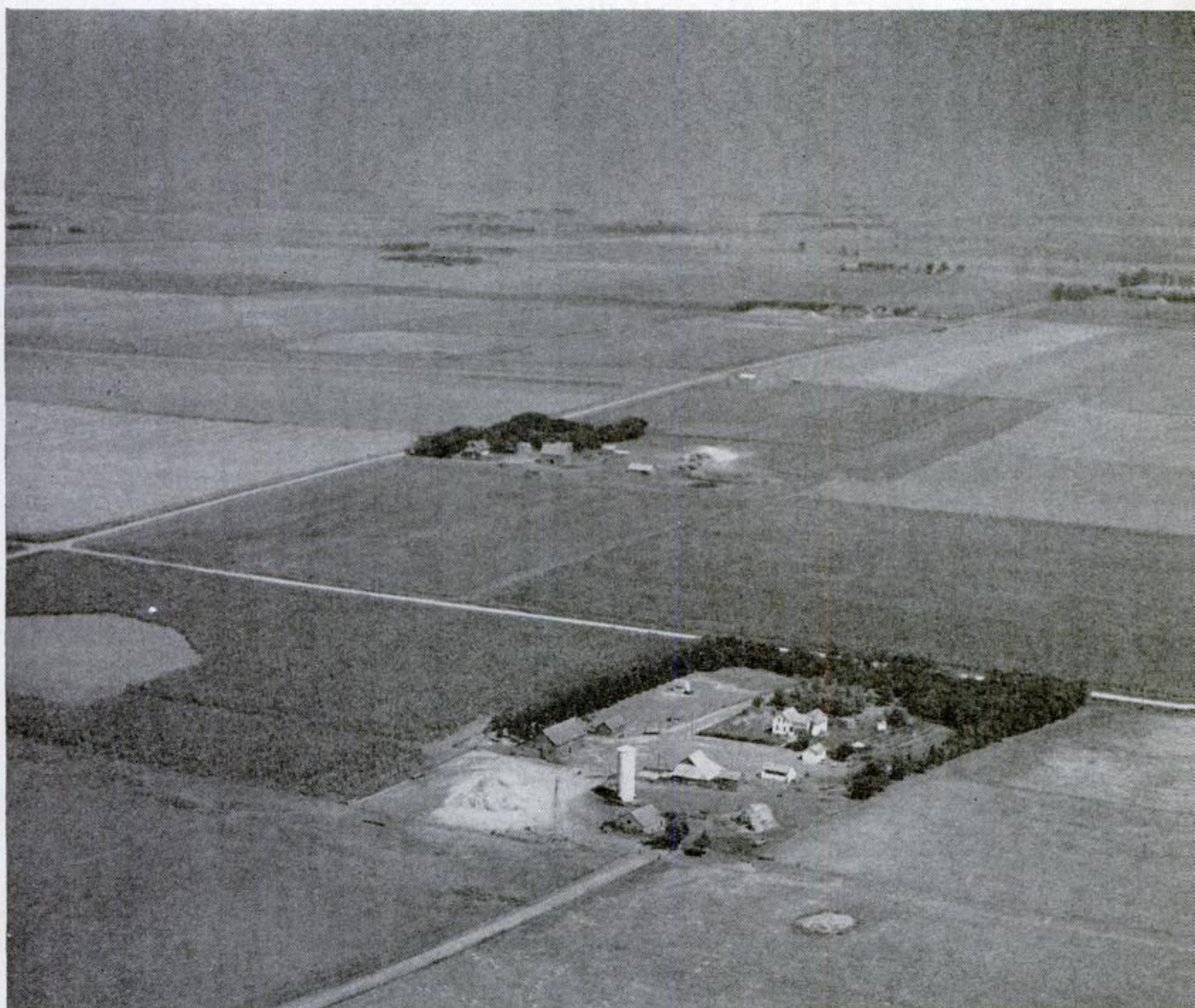
succulent buffalo grass. When the Pierre, Rapid City and North-Western Railway was opened in 1907, cattlemen nicknamed it the "Plenty of Rough Country and No Water."



The sluggish, yellow Grand River waters the big cow county of Perkins, on the North Dakota border. Years ago thousands of buffaloes perished on its banks in an unexplained manner. Their



spell. Sioux Valley farmers pay the best agricultural wages in the West—\$3 a day and up. In this end of the State an average stock raiser may inventory \$30,000 in cattle and sheep at one time.



The East, too, is flat, as this aerial photograph shows. The State pays a bounty of \$5 an acre for farm land planted in trees, but even in the river valleys of the East it takes

much care and cultivation to grow shelter belts like those in the picture above. On the prairie it is almost impossible. Note, in center, chaff spurting from a threshing rig.



crumbling, unfossilized bones lie exposed in a 20-ft. deposit in the cactus-dotted bluff in foreground. In 1939 tons of the bones were dug out and shipped abroad, reputedly to Nazi chemical plants.



South Dakota's Black Hills are not hills at all, but a picturesque range of mountains covered with ponderosa pines. They include Harney Peak, highest east of the Rockies

(7,244 ft.), which can be seen in distant background of view above. The hills are among the world's oldest mountains, and geologists are not certain they have stopped rising yet.

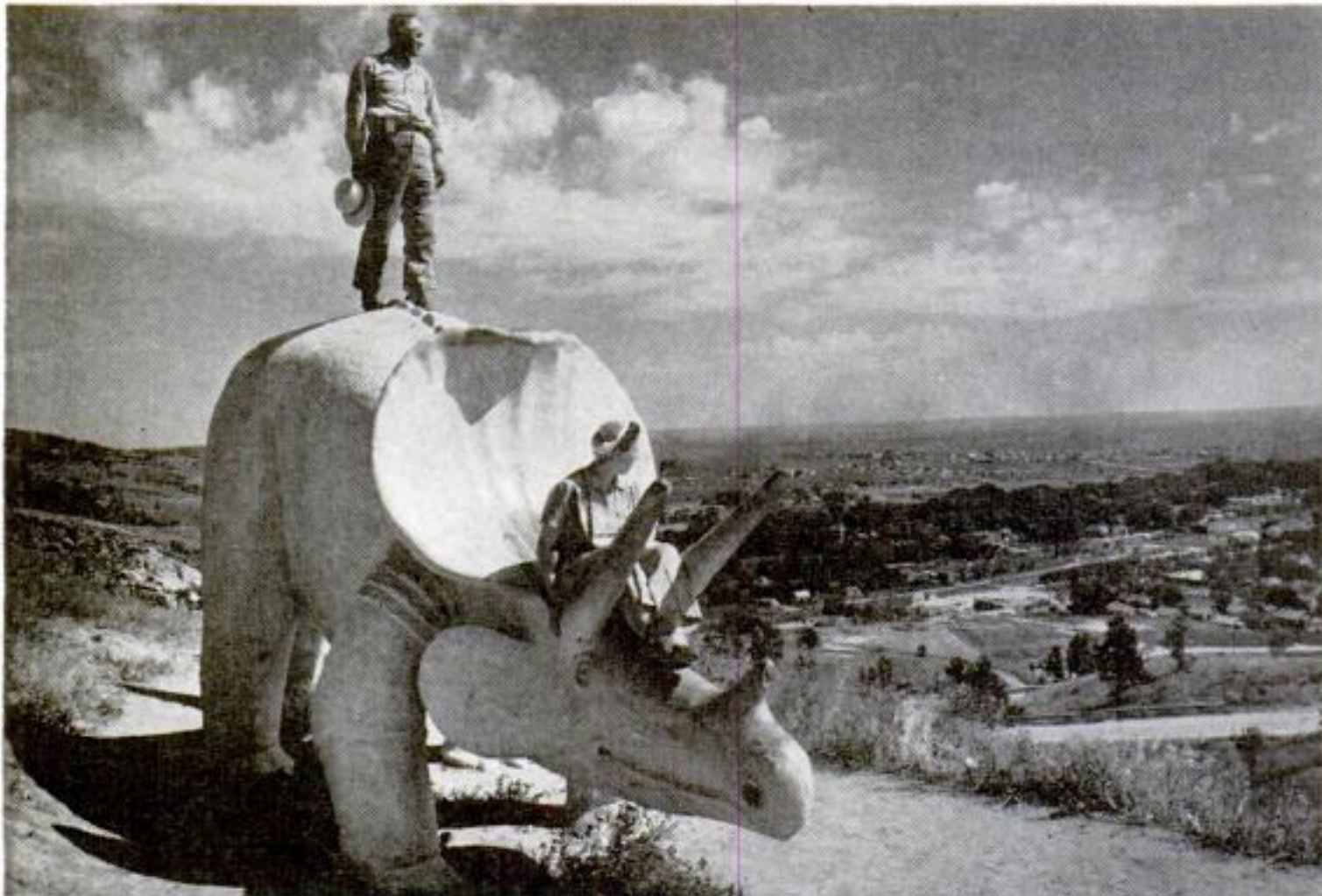
SOUTH DAKOTA (continued)

GOLD AND TOURISTS MAKE BLACK HILLS AN EXCITING PLACE

To most Easterners the Black Hills are an obscure resort where Calvin Coolidge went in 1927 and said "I do not choose to run." Actually "the Hills" are one of the liveliest entertainment areas in the U.S. Long cherished by the Sioux as a hunting ground, they were grabbed by whites after the discovery of gold in 1874. By 1876, 25,000 people lived up and down Deadwood Gulch; famed characters like Wild Bill Hickok, Calamity Jane and Poker Alice walked the streets. Today most of the gold

mining is done by the giant Homestake Mining Co. in Lead (pronounced Leed).

But South Dakota's biggest gold mine today is its booming tourist trade (around \$35,000,000 in 1941). Most of its visitors are from the Midwest, one or two days drive from the Hills. They come to gape at Gutzon Borglum's mountain carvings (*opposite*), clamber through caves, look at buffaloes and gamble in wide-open Deadwood. They come for fun, strange sights and inspiration. In the Hills they get them all.



Cement Triceratops is mounted by tourists in Dinosaur Park, overlooking Rapid City. Five such monsters, costing \$25,000, were built by WPA. Rapid City is Black Hills metropolis.



The Needles are spires of Black Hills granite, pushed up from earth's interior eons ago. Erosion has worn them to shapes bearing names like Traffic Cop, Needle's Eye, the Mitten.



Wild Bill Hickok was murdered in Deadwood saloon Aug. 2, 1876. Tourists have mutilated his statue in local cemetery.



An Iowa visitor rides stuffed horse at Black Hills roadstand. She was never on a live one. Price: 25¢ for two snapshots.



Potato Creek Johnnie, oldtime prospector now living off Deadwood Chamber of Commerce, gets hair-do in local hotel.



Trial and crucifixion of Christ is enacted by Passion Players at Spearfish, in northern Hills. The company is directed by Josef Meier, seventh generation Christus from Luenen, Germany.



Trial and acquittal of Jack McCall, who killed Wild Bill, is re-enacted during the summer by Deadwood citizens. McCall was freed in 1876 by miners' court, was later hanged by U.S.



THE GREAT STONE FACE OF WASHINGTON,
CUT FROM ETERNAL BLACK HILLS GRANITE,
LOOKS OUT ACROSS THE NATION HE SERVED

(continued)



South Dakota's Bad Lands are one of the world's most remarkable sights. "A part of Hell with the fires burned out," General George A. Custer called them. Architect Frank Lloyd Wright has written of them as "The land of pure line and evanescent color . . . an endless supernatural world more spiritual than Earth." By day, when buzzards haunt their furrowed peaks (*see opposite page*), their chalky trabeations are banded in pallid cream, rose, orange and green. Tourists rarely venture into them late at night, when the unique photographs on this page were

taken. Then they are a nightmare land of crumbling temples, dead monuments, ghostly shapes and walls. Over them broods the unearthly beauty of utter desolation.

Some 800 square miles of the Bad Lands have been set aside as a national monument, 60 miles east of the Black Hills, with which they are sometimes ignorantly confused. Only eleven human beings make their home in this area, hauling their drinking water from 60 miles away. The rest is given over to rabbits, rattlesnakes, birds of prey, and the wailing wind and coyotes.





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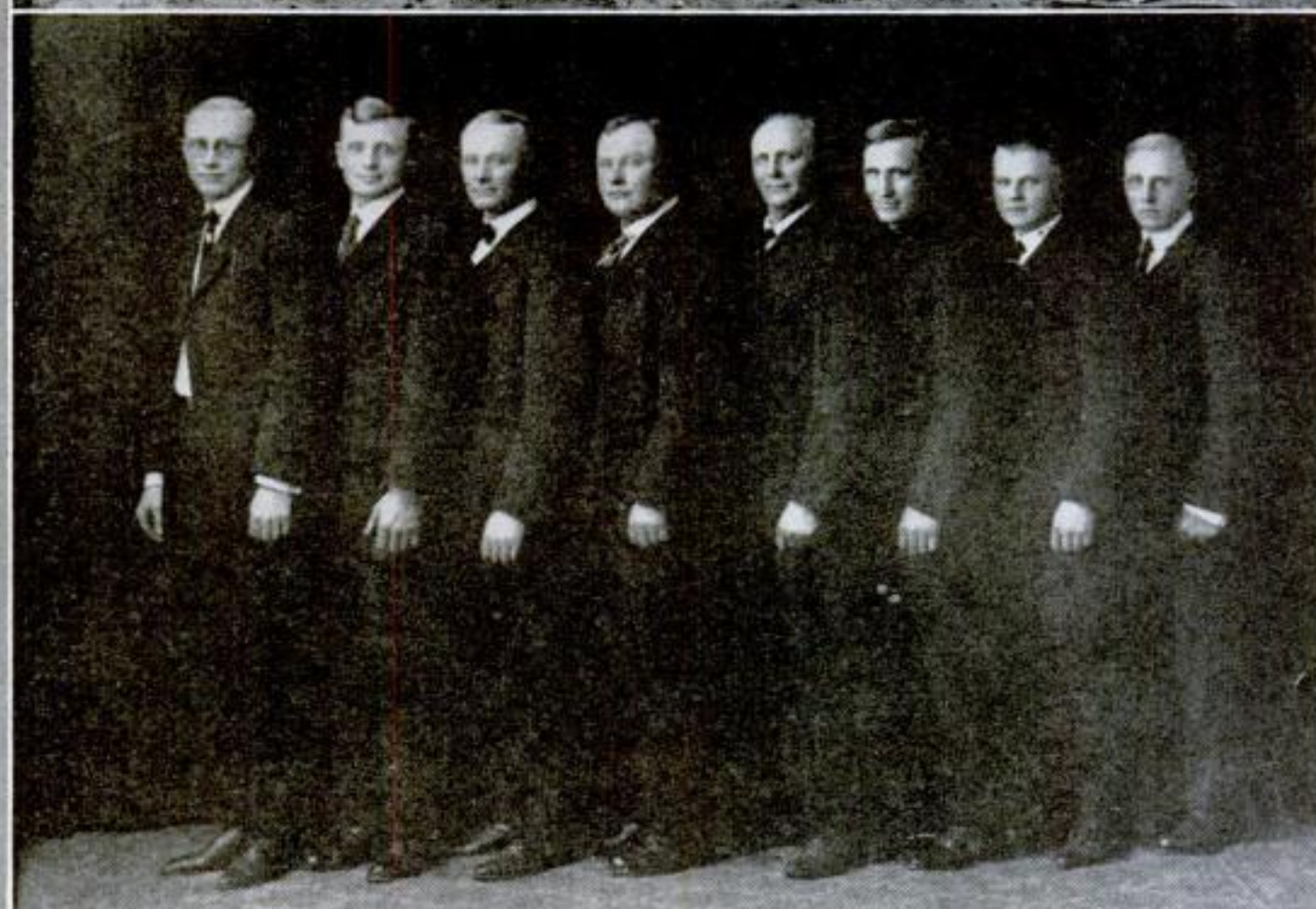
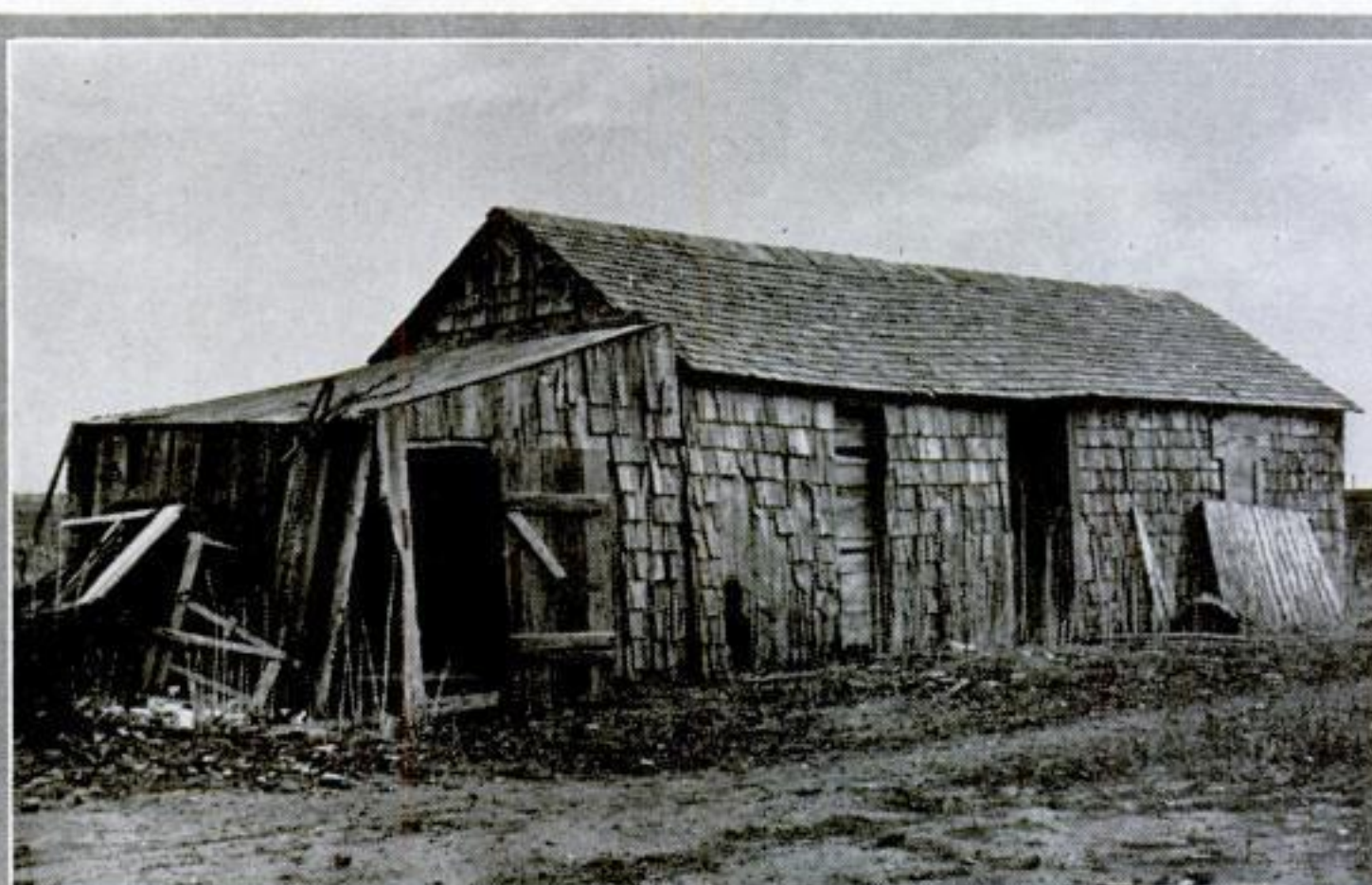


FARMER MADSEN OF CLARK COUNTY LEANS AGAINST HIS WEATHER-BEATEN HOUSE AND WHISTLES AN IRISH TUNE. AN AUTUMN SHOWER HAS INTERRUPTED HIS THRESHING, BUT HE

THE FARMERS FIERCELY LOVE

Fifty years ago, when homesteaders were still breaking up the prairie sod in east-central South Dakota, Farmer George Madsen was a prairie-born youngster of 5. Some of his father's neighbors, he recalls, made enough on their first crops to pay for their land, erect a set of buildings and put a nestegg in the bank. In those years the aboriginal soil yielded bumper crops of flax, wheat and barley. Then, in the great drought years of 1894, 1911 and 1933-36, it blew away. Farmer Madsen and his neighbors in lower Clark County, near Huron, have not had a good crop since 1927. But Madsen is still optimistic. Early this year he drove through Michigan, Indiana, Illinois and Wisconsin, seeing rich farms on every side. "They don't have anything we don't have here," he says, "if we could only get the rain."

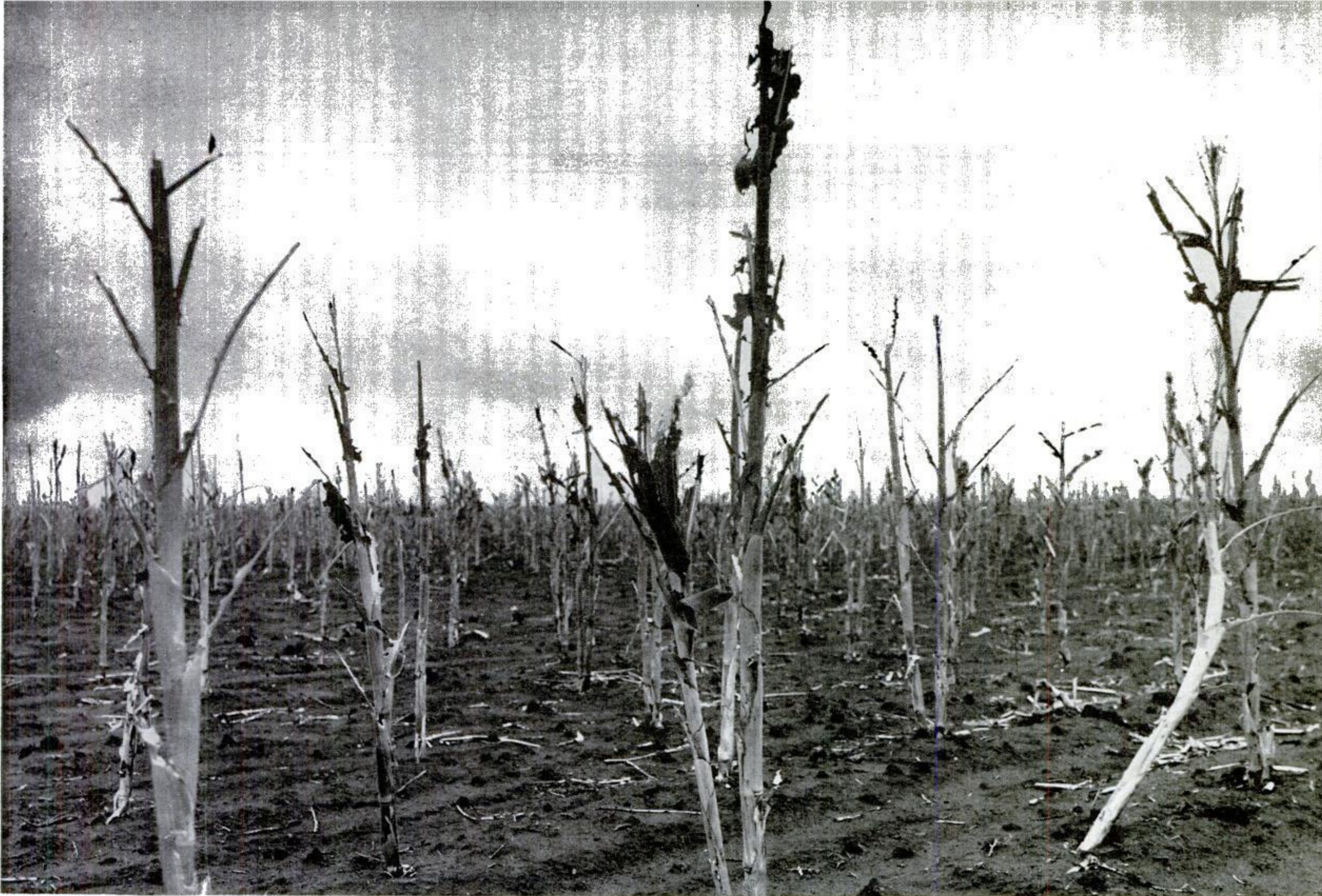
But the sun shines nearly every day in South Dakota. Most of the State's



Madsen was born in tiny "claim shack" that looks like lean-to above. The main homestead was added later. Madsen stands fifth from left in picture of eight Madsen sons.



Farmer Madsen dishes out a pail of oats, barley and water to 70 hungry pigs. Since this picture was taken, a violent windstorm blew down two of his buildings, killed several pigs.

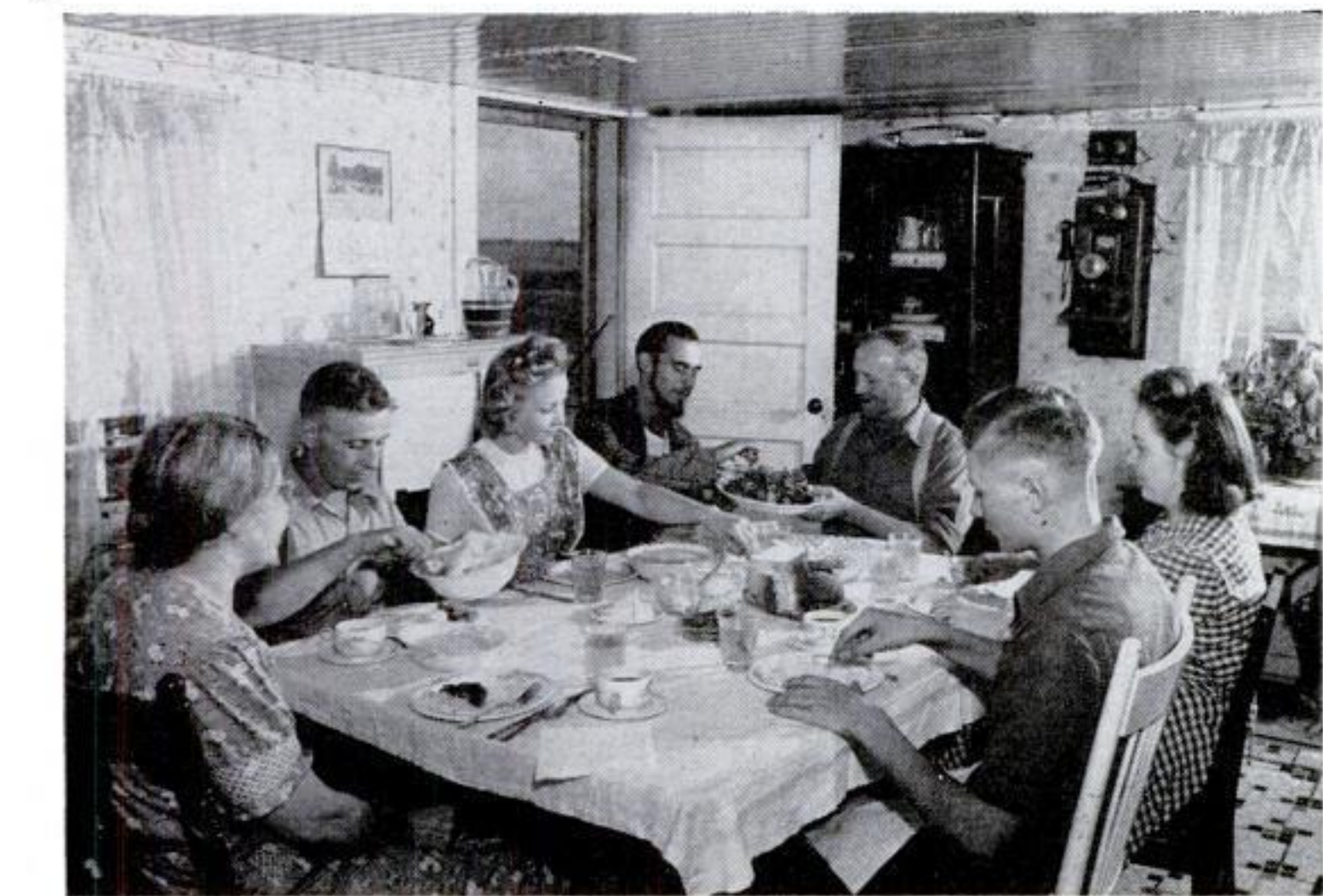


SAYS, "WE'RE GLAD TO HAVE RAIN ANY TIME." THIS TORTURED CORN HAS BEEN FIRED BY DROUGHT, CHEWED BY HOPPERS, BATTERED BY HAIL. CONTRAST IT TO FIELD ON PAGE 101

THEIR SUN-DRENCHED LAND

358,000 farm folk live on land as parched as Madsen's 570 acres. During the long hot summer days the soil pulverizes into a fine gray-black grit. Then, when rain does fall, it coagulates in a slippery black gumbo that can mire cattle and autos. This year the dry spell began in early June. In mid-July the grasshoppers arrived and finished off Madsen's corn (*above*). They also ate half his oats, his vegetable garden and flowers, a lilac bush, two trees. But Madsen's chickens and pigs ate plenty of hoppers, and the Madsens eat the chickens and pigs.

With all this Madsen will clear enough food and cash this year to keep his family of six and send his two sons to school and college. A big, bullet-headed, solid son of Danish immigrants, Madsen is not the worrying kind. "We don't squawk much," he says. "When we have a good year, we save our money; when we have a bad one, we keep quiet. It ought to be better next year."



Madsen family sits down to Sunday dinner of fried chicken, potatoes, peas, cake. Lois, who is on this week's cover, is reaching for homemade bread. "We eat well," says Mr. Madsen.



Hoppers gnaw madly at Madsen fence posts and even barbed wire after eating everything green in barnyard. They also eat auto cushions, house curtains, rake handles and each other.

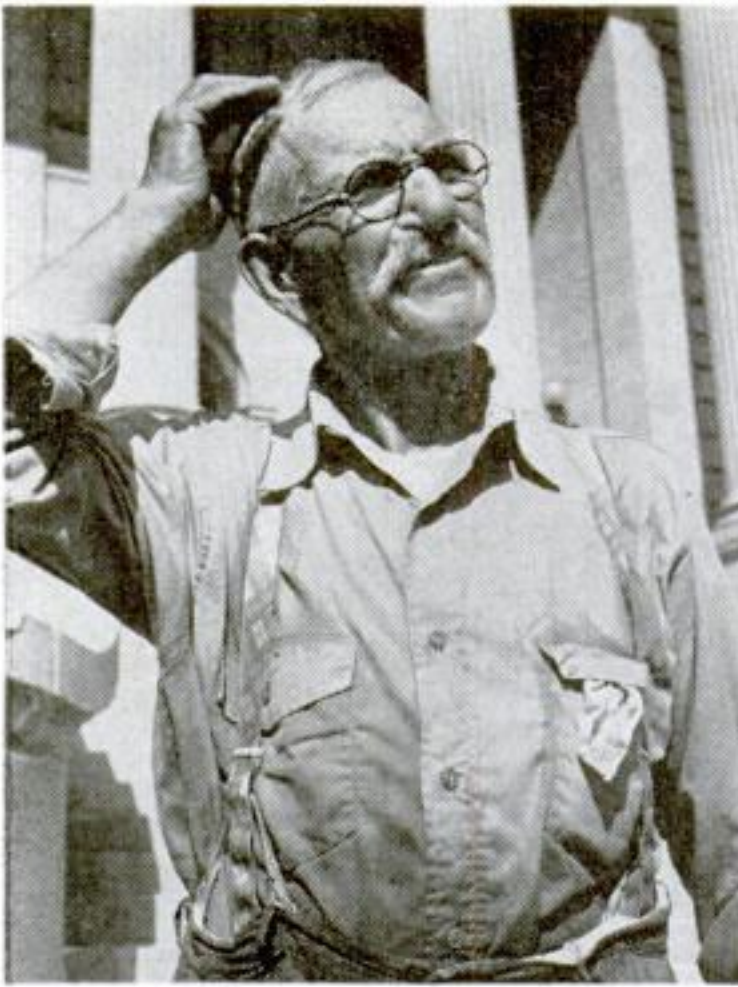
SOUTH DAKOTA (continued)

ITS 643,000 BRAVE PEOPLE LIKE TO RUN THEIR OWN LIVES

Most of the South Dakotans who appear on this page are pioneers or the children of pioneers. Many are older than their State (admitted in 1889). They have seen some fat years and many lean ones. Since 1926 they have watched South Dakota slip from third to 17th place among the 48 States in per capita wealth. They have taken Federal aid (\$353,000,000 since 1933) because they had to, but they are still stubborn individualists. They had their State Socialism fling during and after the last war, under the late Governor-Senator Peter Norbeck—and did not like it. South Dakota is now “the most Repub-

lican State,” outdoing even Maine and Vermont in the percentage of its vote for Willkie.

The great South Dakotan and great Westerner on the opposite page, George Edward (“Dad”) Lemmon, was born at Bountiful, Utah, in 1857, began punching cows in Wyoming at 13. His right leg was broken eight times in falls but he went on to saddle-handle more cattle than any man who ever lived—up to 900 in a single day. Once he had the largest fenced pasture in the world (865,429½ acres). In 1907 he staged a sale of prairie lots on North Dakota border and founded town of Lemmon, where he lives today.



Bullwhacker Frank Smith, 77, hauled gold bullion from Deadwood to Pierre in the 1880's, is now head gardener of the State Capitol.



Lutheran pastor, Rev. John Vold, tends three churches in drought-hit Clark County. Lutherans outnumber other sects in State.



South Dakota's “Betsy Ross” is Mrs. Ida McNeil who designed State flag in 1909. She now operates radio station KGFX.



Secretary of State is Olive Ringsrud, an ex-schoolteacher who boasts of her 185 lb. and big feet. She may run for governor next year.



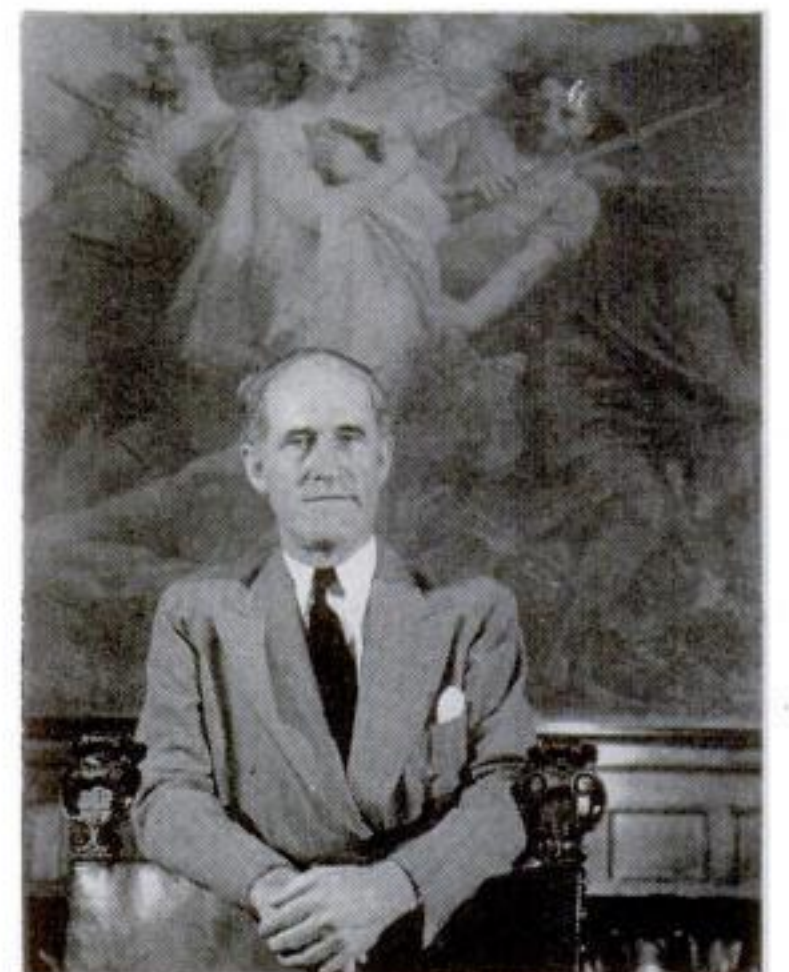
Publisher Charles Manley Day, 78, has seen his Sioux Falls *Argus-Leader* grow from 700 a day to 43,000. Day is a staunch Republican.



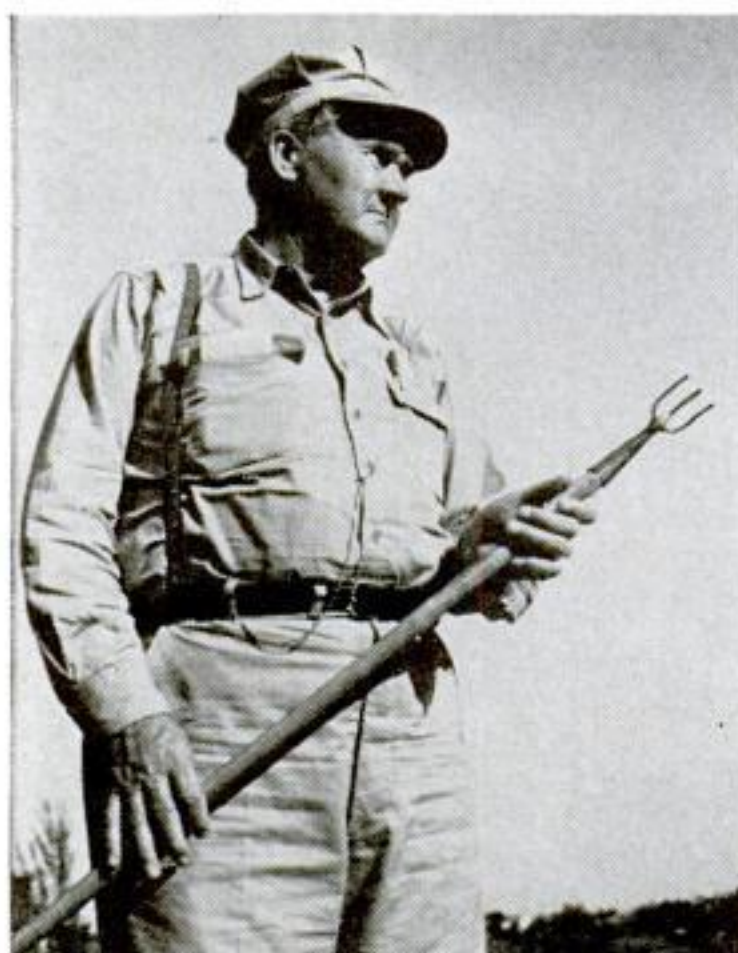
Poet Laureate Badger Clark writes cowboy ballads in cabin in Custer State Park. Highway sign invites motorists to visit him.



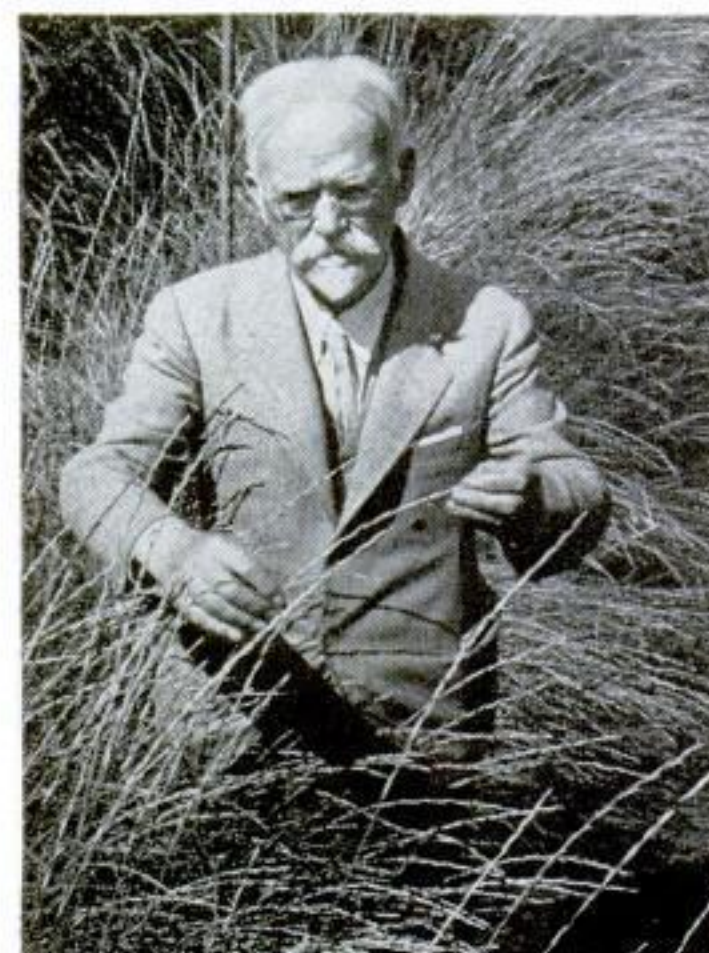
Placer Miner Bill Smith, 91, was born in New York City, has not been back since 1865. He has dug Black Hills gold since 1875.



Governor Harlan J. Bushfield gets \$3,000 a year, lowest for any governor. Indians call him “One Shot” because of lucky buffalo kill.



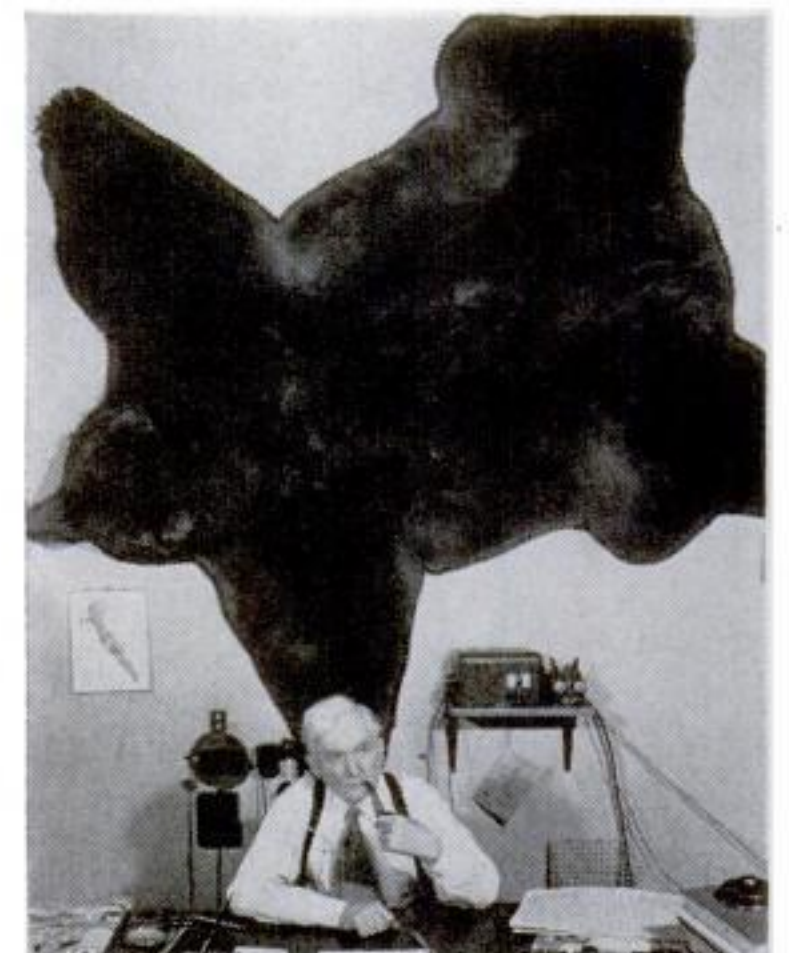
State Exterminator A. M. Jackley is official foe of State's rattlesnakes, last year directed the slaughter of 20,000. He was bitten once.



Professor Niels Hansen of State Agricultural College is called “Burbank of the Plains” for his work with hardy grasses, grains and fruit.



Widow of Republican Boss Peter Norbeck summers with grandchildren in Custer Park. Norbeck championed State's scenic beauties.



Lawyer Chambers Kellar, 74, has been chief counsel of the biggest U.S. gold mine (Homestake) since 1904. He shot bear two years ago.



"DAD" LEMMON, 84, WALKS
THE STREETS OF A PRAIRIE
TOWN HE FOUNDED IN 1907



Circled by the pages of her novel, Gypsy Rose Lee knuckles down barefooted in her New York apartment to final revisions. "The Belle of the Bistros," as she calls herself, uses a typewriter with small-type because it's "refined" and a blue ribbon because it's "sexy."

THE G-STRING MURDERS

GYPSY ROSE LEE TURNS MYSTERY AUTHOR

Besides earning \$2,000 a week for disrobing in public, Gypsy Rose Lee has other accomplishments. She reads Marcel Proust and Karl Marx, collects modern art, dabbles in left-wing politics and talks a vivid, salty English in a ladylike voice. But her newest achievement is, she hopes, her most enduring one. It is a book called *The G-String Murders*, just published by Simon & Schuster at \$2. As a mystery story, *The G-String Murders* is only third-rate. But as a picture of the burlesque business and, specifically, of the strip-tease profession which Gypsy herself has built into a national institution, her novel is a rich and lusty job, brimming over with infectious vitality and a hilarious jargon of her own. That Gypsy wrote it all by herself, between strip-teases is abundantly proved by her lively letters to her publisher, signed "The Naked Genius" or "The Girl With The Diamond-Studded Navel."



THE STRIP-TEASER'S FATAL G-STRING

The murder weapon in Gypsy's story is a beaded, plush-lined G-string. A G-string is the last ornate loin-cloth down to which a teaser strips after performing, if permitted, a suitable number of "bumps" and "grinds" (burlesque dance movements). Gypsy herself plays a leading role in her own book. So do many of her friends and foes of the burlesque circuit. A backstage washroom, equipped by contributions from the cast with handsome new fixtures, forms a setting for some of the big scenes in her story. And for LIFE Photographer Eliot Elisofon, Gypsy gathered about her a company of genial colleagues to stage, in New York's Eltinge and Republic "girlie show houses," the high spots of her racy, raucous yarn.



A gory stabbing scene in the property room of "The Old Opera Burlesque" introduces Gypsy's cast of characters. Girls who posed this fight for LIFE are all burlesque strip-teasers. Left to right they are: Gee Gee Graham (Georgia

Sothorn), Dolly Baxter (Gladys Fox), "called Dynamic Dolly because she works so hard and fast," Lolita La Verne (Boo La Von), professionally billed as "the Golden-Voiced Goddess," and Gypsy modestly acting herself. Jealous

Dolly has just stabbed La Verne on the shoulder with a finger-nail file in a tussle over the burlesque company's straight man. Balloon-like objects in background are bladders used by comedians for conking their stage victims over the head.

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is a taste you just never outgrow!"

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by the
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(One of America's best-
loved trade-marks)



MISS E. L., of Lafayette,
Indiana, has an easy
recipe for a nice confec-
tion she calls "Chocolate Crisps"...

HERE'S ALL YOU DO: Melt 2 packages
Baker's Semi-Sweet Chocolate with
2 squares Baker's Unsweetened
Chocolate and pour over 6 cups Post
Toasties. Drop by teaspoonfuls on
waxed paper to cool.

Ask your grocer for BAKER'S SEMI-
SWEET CHOCOLATE. It's new...deli-
cious to eat...ideal for "Chocolate
Chip Cookery"...very handy for mak-
ing quick sauces and frostings.

J. E. S.—Yes, Baker's German's Sweet
Chocolate makes a dandy "emergency
ration" to carry in your purse or coat
pocket. It's a slim firm bar—does
not get messy in the package!

This famous blend was developed
long ago for Walter Baker by a man
named Samuel German. Gives en-
ergizing nourishment. Has an invig-
orating flavor—not cloyingly sweet.

BAKER'S GERMAN'S SWEET CHOCO-
LATE is an old-time cooking favorite,
too. You'll find grand recipes for such
treats as hot chocolate and icebox cake
right on the package.



BAKER'S

A Quality Product
for every chocolate use



A Product
of General Foods



MODERNIZED RECIPE
makes this favorite
old-time cake more
pleasing than ever!



CREAMIER and
easier-to-spread
Fudge Frosting—thanks
to simpler recipe!



LIGHTER, more
velvety, moist crumb—
due to smart new
mixing method!

WELLESLEY FUDGE CAKE



4 squares Baker's Unsweet-
ened Chocolate
1/2 cup hot water
1/2 cup sugar
2 cups sifted Swans Down
Cake Flour
1 teaspoon soda

ANOTHER FAMOUS BAKER'S CHOCOLATE RECIPE

1/2 teaspoon salt
1/2 cup butter or other
shortening
1 1/4 cups sugar
3 eggs
2/3 cup milk
1 teaspoon vanilla

Place chocolate and water in top of double boiler. Cook and stir over
boiling water until chocolate is melted and mixture thickens. Add 1/2
sugar and cook and stir 2 minutes. Cool to lukewarm.
Sift flour once, measure, add soda and salt, and sift together three times.
Cream butter, add 1 1/4 cups sugar gradually, and cream together until light
and fluffy. Add eggs, one at a time, beating thoroughly after each. Add 1/2
of flour and beat until smooth. Add milk and remaining flour, alternately
in two parts each, beating after each addition until smooth. Then add
vanilla and chocolate mixture and blend. Bake in two greased 8x8x2-inch
layer pans in moderate oven (350° F.) 40 minutes, or until done. Spread
Easy Fudge Frosting between layers and on top and sides of cake.
Easy Fudge Frosting: Melt 3 squares Baker's Unsweetened Chocolate and
2 tablespoons butter over boiling water; blend. Add 1 1/2 cups sifted con-
fectioners' sugar, 7 tablespoons light cream or top milk, and dash of salt,
all at once. Beat until smooth. Place over low flame and cook and stir
until mixture bubbles up well around edges. Remove from heat and stir
teaspoon vanilla, then 1 1/4 cups sifted confectioners' sugar in thirds, beating
after each addition until smooth. If necessary, place over bowl of cold water
until thick enough to spread. (All measurements are level.)

Why that old-fashioned "just right" flavor
depends on **BAKER'S CHOCOLATE**

The double chocolate richness of Wellesley Fudge Cake is
a favorite from 'way back—practically irresistible when
you make it, as your grandmother doubtless did, with
BAKER'S CHOCOLATE. For, though we cook today by surer,
simpler recipes, *real chocolate* flavor at its best is the same
old-time one that Baker's gives. For Baker's is what it has
been since 1780—*pure chocolate*. Just the essence and rich-
ness of choice cocoa beans, with all the luscious cocoa
butter retained and *nothing whatsoever added!*



Free!

"My Party Book" of 59
wonderful cake, frosting,
dessert and refreshment
recipes from the BAKER'S
CHOCOLATE Kitchens. Ad-
dress GENERAL FOODS,
BATTLE CREEK, MICH. LM-10-6-41

Name _____
Street _____
City _____
State _____

(Offer good only in U.S.A. Offer expires April 30, 1942)



THERE IS NO SENSATION ON EARTH quite like that when your tired body sinks gently into a Beautyrest. Your aches and weariness seem to float away . . . you

become instantly, completely, blissfully relaxed. No wonder the buoyant support a Beautyrest gives you has been called the "supreme thrill of luxury comfort."

Things you probably never knew about a mattress



1. Springs are joined in the ordinary mattress.

Mattresses may look alike—but there's a vast difference in the *comfort* they give. That's because comfort depends on the kind of "*insides*" it has. And there are two main types of mattress insides.

This is the "ordinary" type. As you see, the springs are joined together. When you push one down, others around it must go down, too. Thus, the mattress must *slope* toward the spot where your greatest weight lies—give you "sag" support.



2. But Beautyrest's 837 coils act separately.

Each one of Beautyrest's 837 coils is like a tiny mattress in itself. Set in its own cloth pocket, each coil yields separately and independently to every whim of your body. That's because it's *not* joined to its neighbor.

And that's why Beautyrest gives you *buoyant* support. However you may lie or turn, your body is *cradled*—evenly, completely, naturally. That's the secret of Beautyrest's *luxury* comfort!



3. Sit on a Beautyrest all you want!

Thanks to a patented "sag-proof" border, the edges of the Beautyrest can never break down. Sit on them all you want. Those deep, deep sides stay firm and even and resilient.

Lumps and hollows just won't form on a Beautyrest, either. So, the whole mattress stays smooth and neat-looking throughout its long, long life. That's why you have to turn your Beautyrest only 4 or 5 times a year!



4. This 10-year guarantee is conservative!

If any structural defect occurs within *ten full years*, your Beautyrest will be rebuilt free of charge! Which is a promise you'll probably never need hold us to. For these are the findings of a famous independent laboratory:

The United States Testing Company tested the 17 leading popular-priced makes on their Mattress Endurance Machines (Cert. Test No. 11760). *No other make lasted one-third as long as Beautyrest!*



5. Why Beautyrest stays "*fresh*" inside.

Some mattresses will get stale and musty inside—in time. Not the Beautyrest. The ventilators around its deep sides are not just ornaments. They really *ventilate*.

Prove this to yourself. Put your hand over one of these openings as you sit down on a Beautyrest. You'll feel the air come breathing out. As you rise, you'll feel fresh air being drawn back in, to keep the mattress fresh and clean and sanitary, always.



This is the Beautyrest label.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.

6. Beautyrest costs only a penny a night!

Different from other mattresses, the Beautyrest is always the same price *wherever* you go—\$39.50 (within the United States).

The Beautyrest is a *real* bargain at this price. Figure it out for yourself. On our conservative 10-year guarantee alone, it comes down to only *a penny a night* . . . for the most luxurious sleeping comfort known to man! Is that a bargain or isn't it?



(continued)

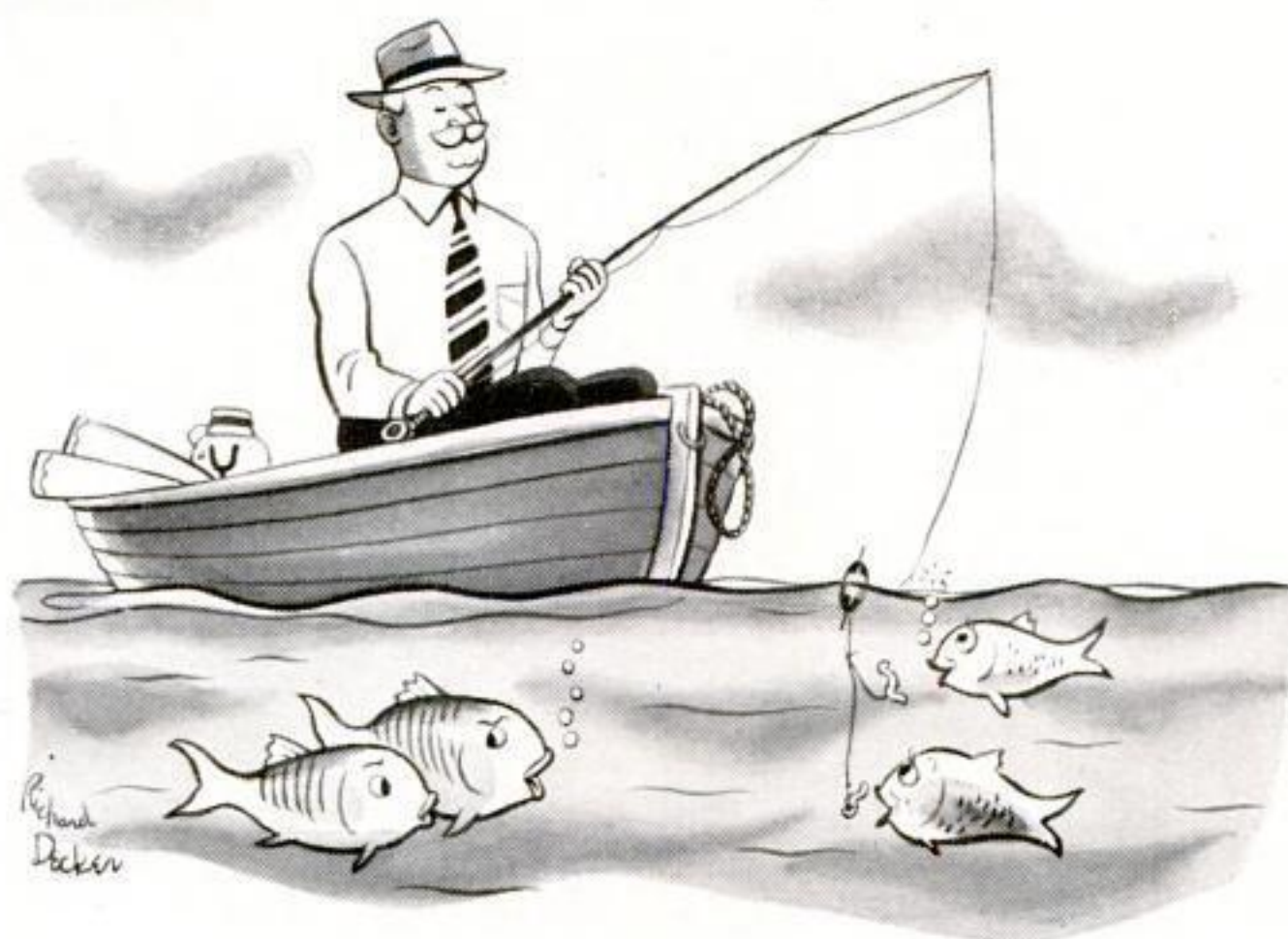


"A cop's field day" is Gypsy's caption for this raid on the Old Opera Burlesque. Behind Gypsy (front center) is La Verne. Though somebody is trying to close the show, the owner says: "No artist working under my banner rides in the pie wagon." So the company goes to jail in limousines.



Strangled with a G-string, La Verne is found in the washroom while the company celebrates new plumbing fixtures. "The Golden-Voiced Goddess has hit her last high C," writes Gypsy. Bending over her is Biff Brannigan, posed by Burlesque Funnyman Red Marshall, now in *Panama Hattie*.

CONTINUED ON NEXT PAGE



"Oh, those perch, they fall hook, line, and sinker for any man who wears an Arrow Tie!"

• Who wouldn't? Arrow Ties are smart, good-looking, long-wearing! The new fall patterns and stripes are particularly eye-catching! Arrow Ties make perfect knots; a special lining resists wrinkles! See the new Arrow Ties at your dealer's today! \$1, \$1.50.

ARROW TIES

As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.

NO NEWS!

... Clever women already know this way to buy furs wisely



It's This: If you have a fur coat that's given you exceptional service, *look on the back of the pelts*. See if you, too, don't find there the famous Hollander stamp—unfailing guide to long-lasting loveliness.

WHEN YOU BUY YOUR NEW FURS

your furrier will gladly show you the Hollander mark on tag or label. The price of furs depends on quality of skins and workmanship. But, pay much or pay little, the Hollander mark is your assurance of enduring color and lustre. It says, "These furs will keep their beauty longer."

Hollander Mink-blended Muskrat
Available in wide or narrow stripes.

You'll find the

HOLLANDER mark on

FURS that keep their beauty longer



HE WANTS TO BE CALLED "GENERAL" SINCE HE GOT THOSE **WINTHROP** MILITARY OXFORDS



Winthrop Shoes

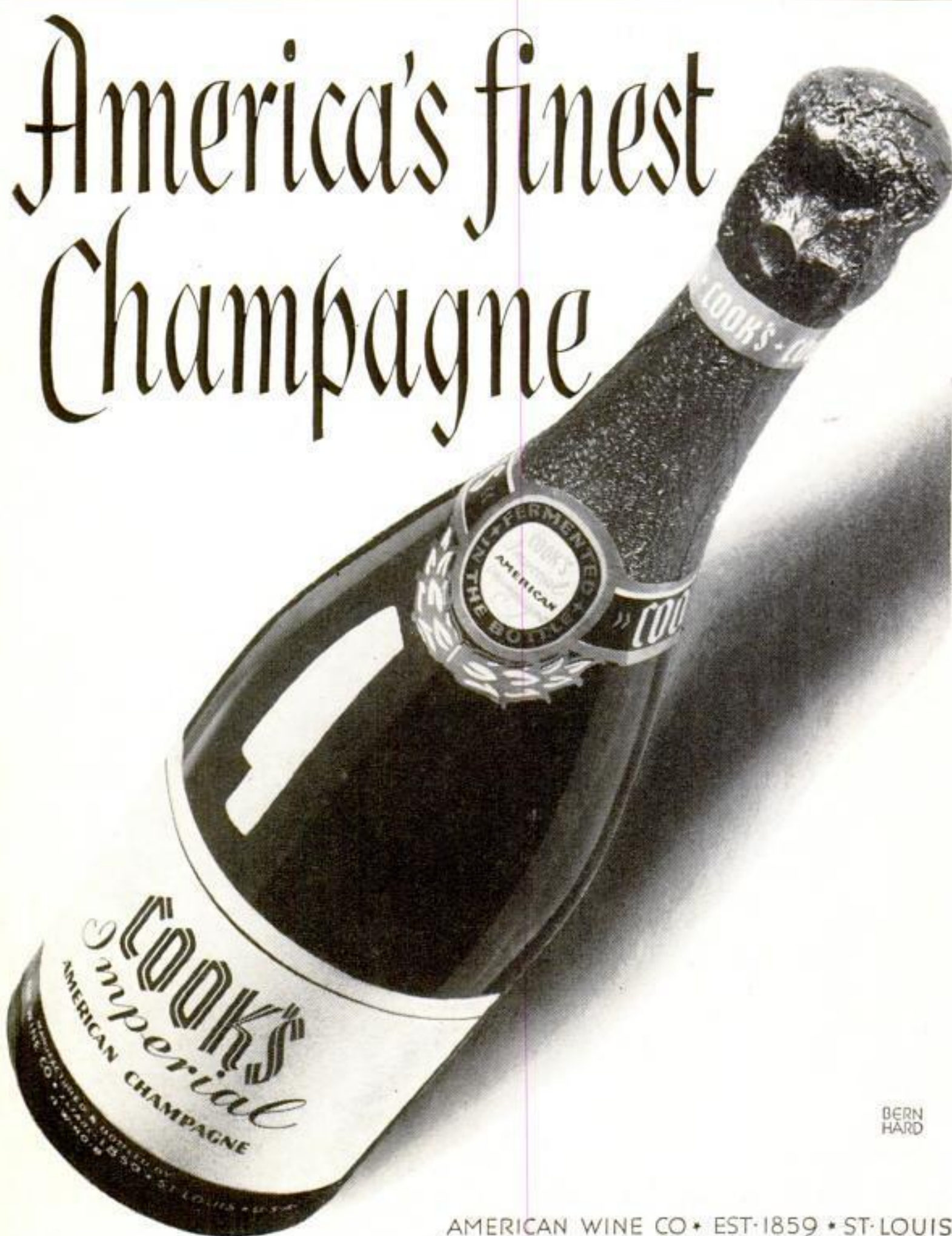
Above... Comfort as you'll find it only in Winthrop Shoes with "Action-Free" construction. In Lariat Brown with Bootmaker's Finish. Half rubber heel.

Below... A trim dress oxford in regimental brown... or black. Regulation boot instep. Full leather lined, with water-resisting sole and half rubber heel.

Winthrop Shoes \$7.50 and up
Winthrop Colonials \$5.50 to \$6.50
Slightly higher west of Rockies

Write Dept. L2 for dealer's name
WINTHROP SHOE COMPANY • Division: International Shoe Company • SAINT LOUIS

America's finest Champagne



AMERICAN WINE CO • EST. 1859 • ST. LOUIS



(continued)



Pet hate of all the strip-teasers is Princess Nirvena, who grabs off top billing. Backstage signs at the Old Opera say: "Full net pants. No bumps. No grinds. Keep your navel covered." But despite recent raid, the Princess (posed by Strip-Teaser Lois De Fee) flashes a bare torso at customers.



The second G-string murder victim is the Princess. She is found by a prop man in a gazeeka box. A gazeeka box, Gypsy explains, is a magician's gadget with a false back for making a woman disappear. One obvious suspect is Gypsy herself, because she has resented the Princess' superior billing.

CONTINUED ON PAGE 117

THE PARADE IS ON.. as General Motors becomes ***the BIGGEST BUILDER OF LOCOMOTIVES IN THE WORLD***



SEVEN YEARS OF PROGRESS—In the brief time since crowds thronged to greet this history-making streamliner, the M-10001, as it completed the first GM Diesel-powered coast-to-coast run, General Motors has grown from a pioneer beginning to the No. 1 locomotive builder in the world.



For the past three years, more locomotives have rolled from the General Motors plant in La Grange, Ill., than from any other plant in America.

Quick to act on every chance to improve service, railroad management is buying General Motors locomotives in greater numbers than any other kind.

That includes mainline passenger locomotives of course. The lines over which they run now network the nation.

It includes switchers. More than 500 are on duty in freight yards today.

It includes freight locomotives — able to bring new speed and economy to the biggest job the railroads have to handle.

And to build these locomotives requires a factory such as the world has never seen before—a completely self-contained plant in which the results of General Motors research and technological progress combine to produce Diesel engines, electrical equipment, bodies, frames and hundreds of other parts. Here these are fabricated and brought together in finished locomotives as ready to run as the automobiles that come off the line in other General Motors factories.

ELECTRO-MOTIVE CORPORATION
Subsidiary of General Motors, La Grange, Ill.

GENERAL MOTORS
LOCOMOTIVES

Golden Wedding

FIVE GREAT WHISKIES "WEDDED" INTO ONE



Now EVEN THE YOUNGEST
IS 5 YEARS OLD!

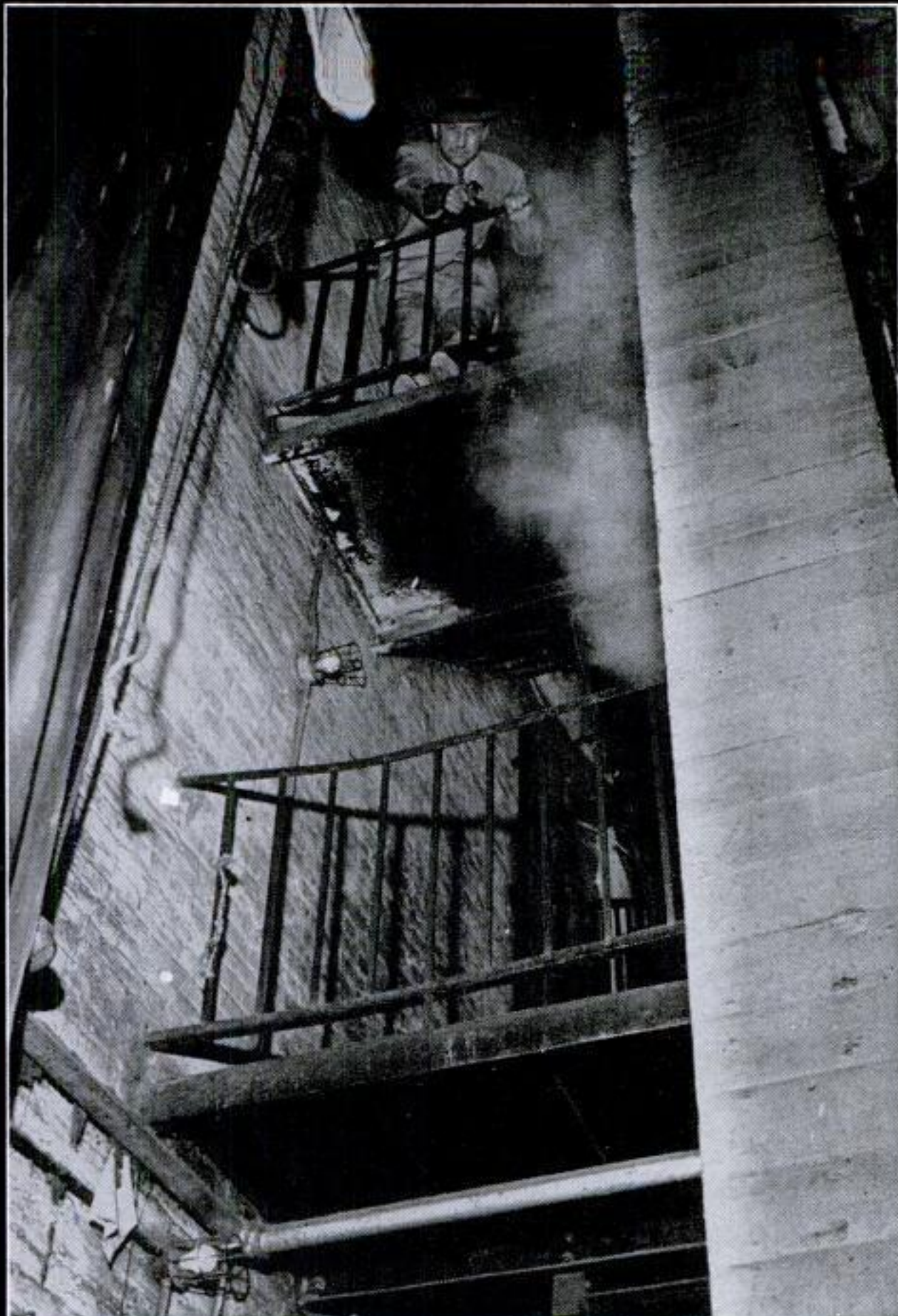
IT'S DOUBLY A FIVE-STAR HIT! *Golden Wedding* is FIVE Straight Whiskies "Wedded" into One—and *now* every drop is FIVE years old or older! Tonight, taste the five fine qualities contributed by these five rare, prized whiskies. Discover for yourself how superb this distinguished "wedding" can be!

A Blend of Straight Whiskies—90 Proof—Bourbon or Rye. The straight whiskies in Golden Wedding are 5 years or more old. 11%, one straight whiskey 6 years old. 1%, one straight whiskey 11 years old. 88%, three straight whiskies 5 years old. Jos. S. Finch & Co., Inc., Schenley, Pa.





(continued)



A gangster shoots it out with cops in the fly gallery. Called Louie the Grin because of his scarred mouth, he plunges to death to escape a murder rap. He is posed by Harry Feidelstein, husband of Strip-Teaser Georgia Soth- ern and owner of New York's Ringside Bar and Grill, burlesque hangout.



Victim No. 3 on the killer's schedule is Gypsy herself. Reason: by now she knows too much. So when she remains alone one night in the darkened the- ater to stitch a new costume, he sneaks up on her with a lethal G-string. To learn who he is and how Gypsy eludes his homicidal intent, read her book.



"New shoes used to drive me nuts"

"Breaking 'em in almost broke my feet. Then, one day, I slipped into a pair of Walk-Overs... the shoe with the Silver Lining*. Soft? Felt like my old slippers. That night I almost wore 'em to bed." *Illustrated, RAMBLER.* Double-brown calf. Roomy, moccasin toe. Walk-Over prices \$7.95 and up. Geo. E. Keith Company, Brockton, Mass.

*© WALK-OVER



OUT LATE LAST NIGHT★



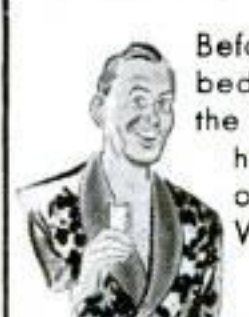
Spry as a colt this morning!



HERE'S HOW



Last night he saw to it that his highballs were mixed with tangy WhiteRock.



Before going to bed and again in the morning, he had a glass of plain White Rock.



Beneficial, natural mineral salts in White Rock combat acidity. Help protect you against over-acidity. Make you feel better next day. Improve your highball.

FEELING FINE THANKS TO

White Rock

SPARKLING MINERAL WATER

Other White Rock products: Sarsaparilla, Ginger Ale and Q-9 (for mixing gin-and-tonic)

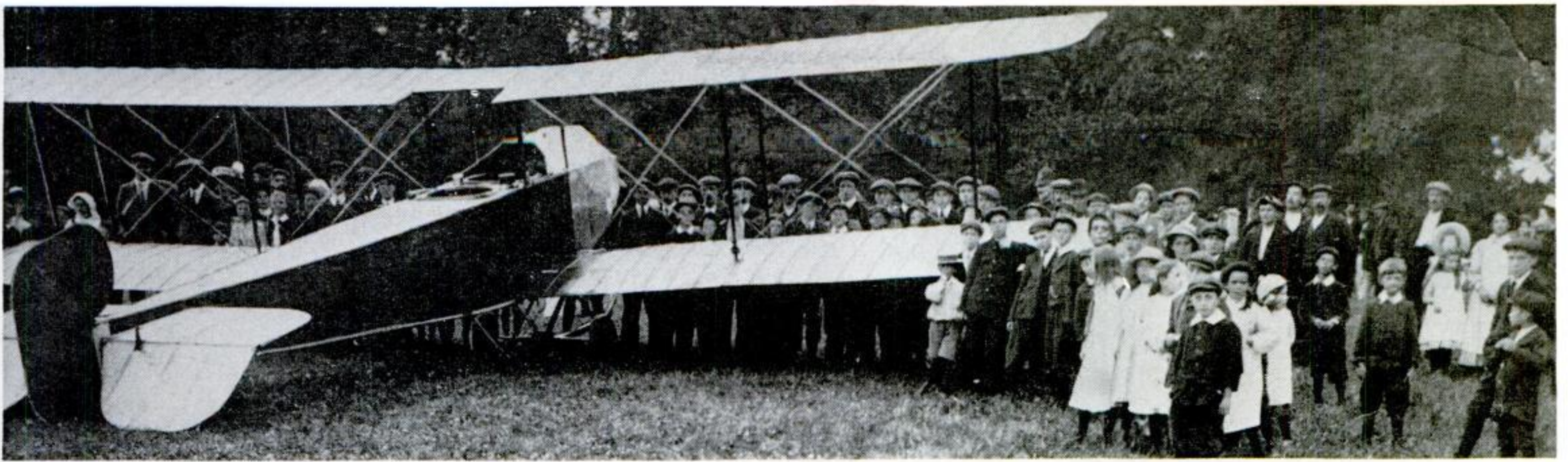
ALWAYS MIX WITH



ON THE ALKALINE SIDE

CLOSE-UP





PORTAL'S FIRST FLIGHT WAS AS A PASSENGER FLYING HOME TO TEA IN THIS AVRO BIPLANE WHICH ATTRACTED A BIG CROWD WHEN IT LANDED AT HUNGERFORD IN 1912

PORTAL

BRITAIN'S CHIEF OF AIR STAFF WEARS AN OLD SCHOOL TIE BUT AS BOSS OF THE R.A.F. HE DISHES OUT BOMBING RAIDS THAT MAY DESTROY HITLER

by JULIAN BACH JR.

One day last summer a group of men sat in the office of Rear Admiral Lyster, chief of the British Fleet Air Arm, discussing the amount of refrigerating equipment in Germany. One night, shortly thereafter, British bombers, launched from an aircraft carrier on the Mediterranean, set fire to the great cork forests on the Italian island of Sardinia. Between these two events lay a close and calculated strategy.

The men who had gathered in the Rear Admiral's office were British economic experts. They had discussed refrigerating equipment in Germany because the Nazis, in their efforts to counteract the British blockade, were building cold-storage plants to preserve their available foodstuffs. Cork, said the experts, is an important item in the manufacturing of cold-storage equipment; and Germany imports cork from Sardinia.

The Rear Admiral got in touch with Air Chief Marshal Sir Charles Portal, Chief of the Air Staff of the R. A. F. and Britain's No. 1 man in the air. Portal considered the triangle inextricably linking Sardinian cork and German cold-storage plants with British bombs, and flashed a green light. A few nights later the amount of Sardinian cork henceforth available for German use was reduced by fire and flame.

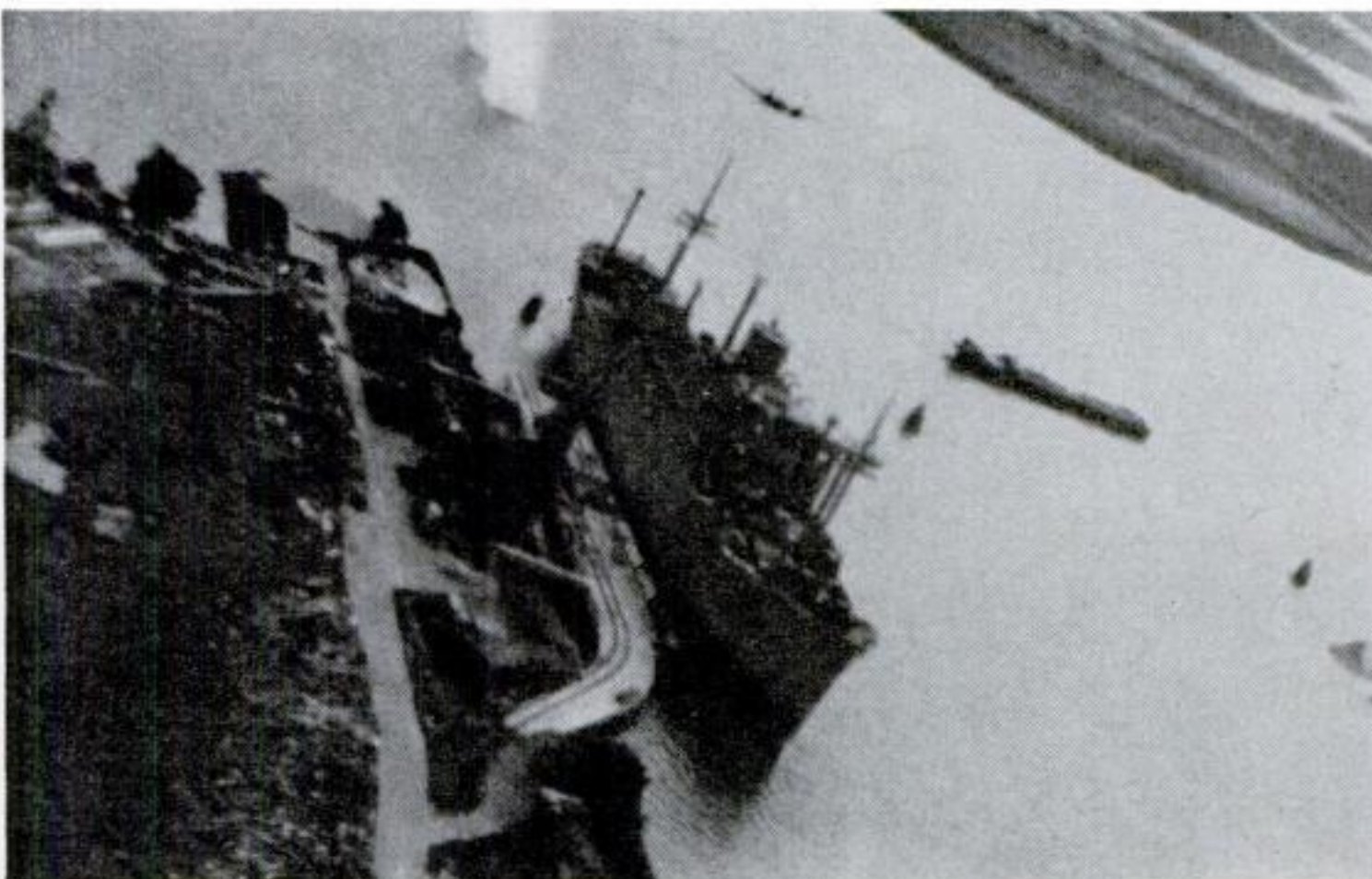
The pyrotechnics of the Sardinian raid are only a Roman candle in the giant bombing display which the R. A. F. under Portal and the Fleet Air Arm under Lyster hope to put on. With the persistence of a district attorney bent on destroying a gang, Portal is at present engaged in the systematic business of destroying the ability of the Axis to continue the war. He hopes the destruction of Sardinian cork is simply a flicker in the conflagration that will eventually consume the railroads, oil plants, canal locks, hydroelectric works, armament factories, naval bases, shipping, and, if need be, the homes and the farms of the Axis.

In an Empire which last year proved it could take it and which this year shows signs of dishing it out, Air Chief Marshal Portal is the

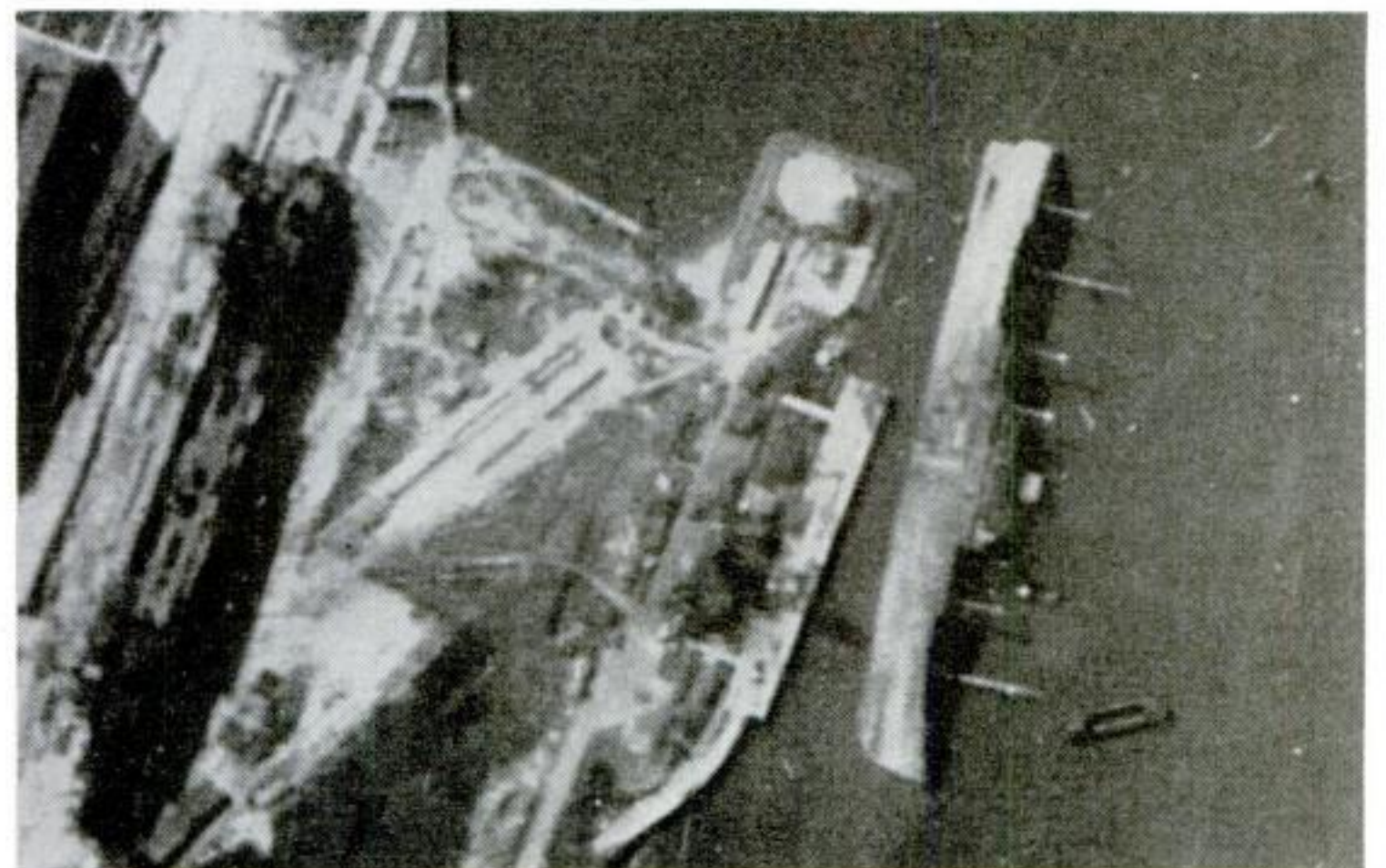
chief disher-outer. By last week his bombers were lighting up fires in western Germany, northern Italy, Africa and Berlin. His fighters and light bombers were commuting across the Channel in the fourth month of their almost daily round of work above the Lowlands and France. A few British planes were fighting in Russia; many more in the Middle East. In Singapore new planes were being uncased. On a hundred-odd airfields, tucked away in Britain, the Dominions and the U. S., nearly 100,000 young airmen were learning to fly for the R. A. F. Big-bellied Catalinas and Sunderlands were shepherding precious convoys and searching for Axis raiders and submarines on the world's seaways.

As Chief of the Air Staff, or CAS, Portal occupies a high perch in British officialdom. Above him are his immediate and sole superiors—the Churchill Cabinet and the Committee of Imperial Defence of which Portal himself is a member. Below him are his immediate subordinates—the eight Air Marshals of the eight R. A. F. Commands (Bomber, Fighter, Coastal, Middle Eastern, Balloon, Ferry, Far East and Army Co-operation). Portal's job is to lay down the general policy of the R. A. F. Portal maps the strategy. His subordinates work out the tactics. He decides what *types* of targets shall be bombed. Air Marshal Sir Richard Peirse, chief of the Bomber Command, then decides when and how to bomb them. Portal decides what *types* of British targets shall be defended. Air Marshal Sir William Sholto Douglas, chief of the Fighter Command, then decides how to defend them. Portal decides how many planes shall be allocated as between the British Isles, the Middle East, the Far East and now Russia. The chief of the Ferry Command and members of the Air Staff then decide how to get them there. The orders which sent several American-made Catalinas winging over the Atlantic in search of the fleeing *Bismarck* were given by Air Marshal Sir Frederick ("Ginger") Bowhill, then chief of the Coastal Command. But the general policy which makes Axis sea

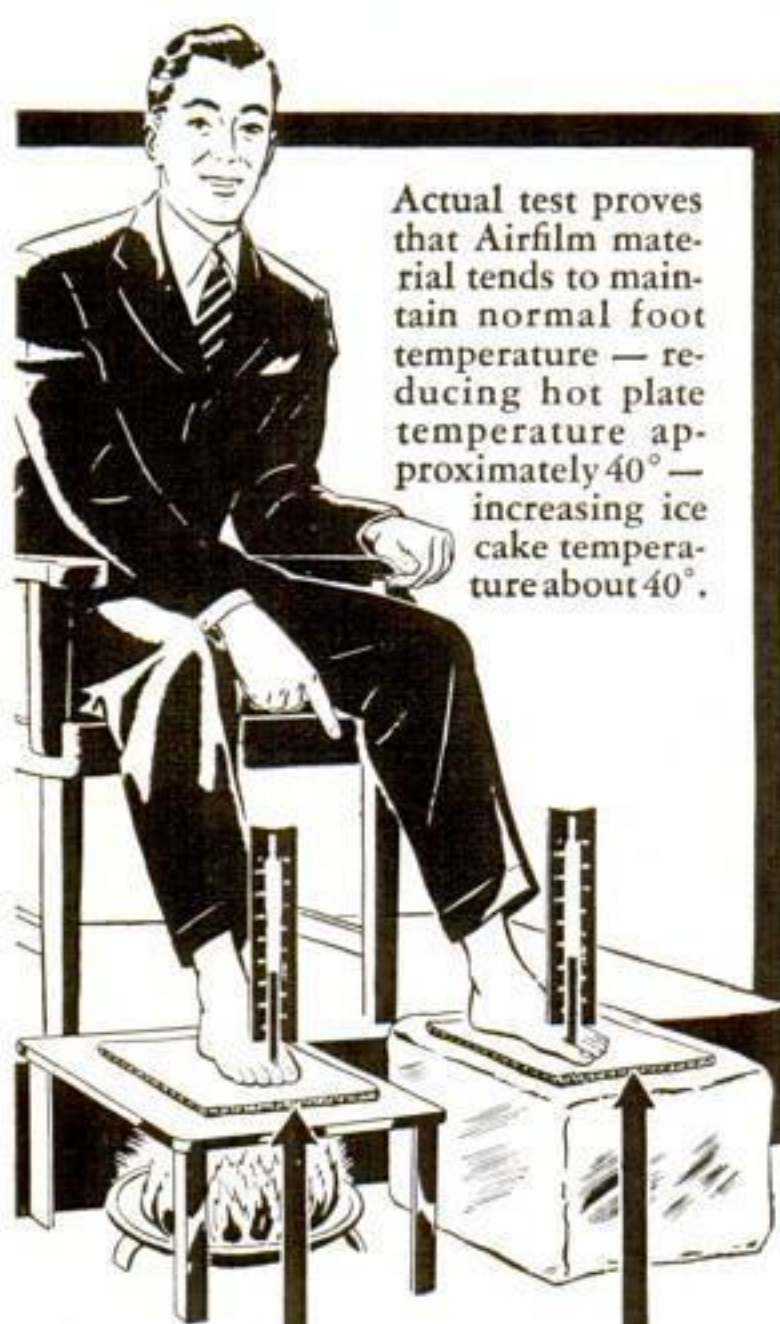
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Before the R. A. F. finished off this 510-ft. cargo liner moored at Rotterdam in a low-flying daylight attack on Aug. 28, it was damaged by two bombs, which are seen bursting astern.



After the R. A. F. finished off the liner, it keeled over on its side at the Rotterdam dock. After the two near hits, the British plane circled back and sank the ship with a direct bomb hit.



Actual test proves that Airfilm material tends to maintain normal foot temperature — reducing hot plate temperature approximately 40° — increasing ice cake temperature about 40°.

61% AIR

Cooler in Summer — Warmer in Winter
— because they're
INSULATED!

Crosby Square AIRFILM SHOES

A layer of sealed air cells protects you from the chilling, icy streets of Winter or the scorching pavements of Summer! The dramatic demonstration shows how this amazing material, extending from heel to toe, actually *shuts out* much of the discomfort of extreme temperatures. It also resists moisture.

You Walk on Air

Here is truly a comfort thrill! Airfilm material is 61% air — supports your entire body weight—a cushion against shocks . . . In appearance, too, Airfilm Shoes are leaders. They have all the fashion authenticity for which Crosby Square is famous.

Join the thousands of men who now enjoy the protection, the comfort, the distinction of Airfilm Shoes. Visit your Crosby Square dealer, or write now for his name. *The House of Crosby Square, Milwaukee, Wis.*



PORTAL (continued)

raiders a "must" on the R. A. F.'s target list is Portal's. During the epic chase Portal stuck close to his London desk. As he does when a "big show is up," he slept underneath his Air Ministry office in a small room set aside for this use. Each morning, however, he briefly returned to his nearby hotel. "Come what may," says his valet, "Sir Charles insists on a freshly pressed pair of trousers each day."

He takes up "the sport of kings"

Charles Frederick Algernon Portal, more commonly known as Peter, is an exception to the rule that military leaders must be handsome like Pershing, grandfatherly like Pétain, mustachioed like Budenny, diminutive like Napoleon or gargantuan like Göring. Portal is none of these. He is a traveling salesman's 5 ft. 11 in. tall, big-boned but slight, with a beakish nose and balding black hair. Two British army officers, seeing him for the first time when he arrived at Buckingham Palace last New Year's Day to be knighted, gasped in one breath: "Good God, he's fantastically ugly!" The swarthiness of his complexion is possibly a throwback to his sturdy French Huguenot ancestors who, after weathering ten years of religious persecution in France after the revocation of the Edict of Nantes, finally fled. They arrived in England in 1695 with a shipment of wine. When one of the empty wine casks was opened, Portal's French forebears stepped out.

Portal himself was born of a well-to-do family in Hungerford, Berkshire, 48 years ago. As a boy he played cricket with his two brothers and father at the local Hungerford club. It was during one of these matches that news reached the elder Portal that a fourth son had been born. "Hurrah," he shouted with a cricketer's zeal, "we'll soon have enough for a Portal 'eleven'!" The Portal team spirit flagged, however, and today, aged 86, the elder Portal presides as Justice of the Peace Court of Pangbourne and is still the father of only four sons. Recently Churchill offered the Air Chief Marshal a fine cigar for his father. "It's much too good for father," Portal jokingly replied, "I'll smoke it myself." The Prime Minister then offered Portal a second cigar. Next day Portal's father strode into court, puffing away at Churchill's Havana.

After a schooling in Surrey, Peter Portal was dispatched to the great English public school of Winchester, where Matthew Arnold, A. P. Herbert, Air Chief Marshal "Stuffy" Dowding, General Sir Archibald Wavell and a host of other British leaders outgrew their britches. He became an excellent left-handed bowler and set the school cricket record at the age of 13. The most charitable tribute his headmaster could offer Peter as a scholar, however, was that he



As a pilot with 60 Squadron in World War, Portal smoked a pipe.



As a falconer Portal posed for this photograph in 1923 with one of the hawks which he bred.



Most Women
ARE NOT
Properly
Corseted!

Some are
UNDER-corseted

Some are
OVER-corseted

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"Balanced Corseting"

with its all-important
"Tensile Element" gives
just the right amount of
corseting your figure needs.
Do experience this new
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See your favorite corsetiere.

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\$100,000
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For your letter of 100 words or less on
"WHY A NEW DRESS DESERVES A NEW
FLEXEES." Get official entry blank at
your corset shop. Contest ends Nov. 8th.
FLEXEES • 417 Fifth Avenue, New York

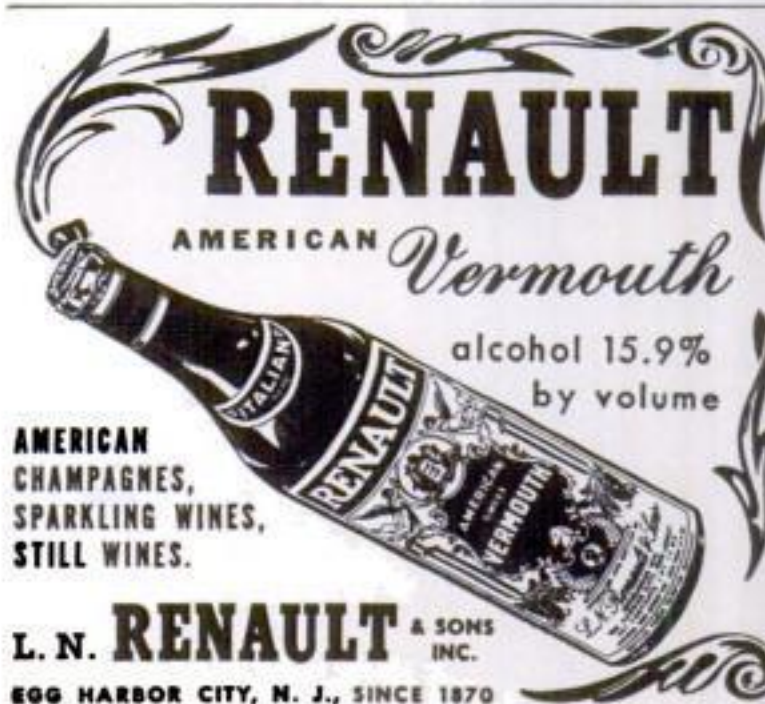
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Brush Away
GRAY HAIR
.. and Look 10
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Now, at home, you can quickly and easily tint telltale streaks of gray to natural-appearing shades—from lightest blonde to darkest black. Brownatone and a small brush does it—or your money back. Used for 30 years by thousands of women (men, too)—Brownatone is guaranteed harmless. No skin test needed, active coloring agent is purely vegetable. Cannot affect waving of hair. Lasting—does not wash out. Just brush or comb it in. One application imparts desired color. Simply retouch as new gray appears. Easy to prove by tinting a test lock of your hair. 60c at drug or toilet counters on a money-back guarantee. Retain your youthful charm. Get BROWNATONE today.

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.



RENAULT
AMERICAN Vermouth
alcohol 15.9%
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AMERICAN
CHAMPAGNES,
SPARKLING WINES,
STILL WINES.

L. N. RENAULT & SONS
INC.
EGG HARBOR CITY, N. J., SINCE 1870



GAME "Guess what good food I represent. In sandwiches you've met me. My flavor's rare beyond compare. I'll treat you if you get me."



NAME "You're UNDERWOOD'S — you're Deviled Ham. Now for that promised treat!" "It's ready, gang," the hostess said; "come one, come all, let's eat!"



FAME You'll get your share of compliments on Underwood's famed flavor, when served at parties, picnics, meals. Stock up with this good old standby.



FREE! Mail one Underwood Deviled Ham label, with name and address, for a full-size tin of Pâtéfoie Canapé Spread as a sample. Try this new All-American delicacy with the imported flavor. Wm. Underwood Co., 374 Walnut Street, Watertown, Massachusetts.

HOME DEFENSE!...



AGAINST EYESTRAIN

Certified I. E. S. lamps—with their better light—guard young eyes and old against strain. Look for the I.E.S. Tag on lamps you buy; get good light and better value.



With Lady Portal, the boss of the R. A. F. relaxes briefly in their hotel room. He is so busy that Lady Portal recently said: "Once in a while he gets home—for breakfast."

"thinks more of his hawk than his work." The headmaster's comment alluded to the fact that Peter was a follower of the 4,000-year-old sport of falconry. As a child, reading medieval tales, he became fascinated with the ancient "sport of kings" and upon encountering a hawking club out with their birds, he determined to master the art. He was soon breeding hawks and, when 16 and at Winchester, he wrote scholarly articles on the subject for *The Field* magazine. One of his articles observes with the precociousness of an overgrown Quiz Kid: "When flying at partridges with Tiercel or male Peregrine, the *modus operandi* is as follows—if the birds stop well out in the open, we walk around them so as to get to windward, unhood the hawk and throw him off. . . ." Lady Portal still treasures the manuscript.

Of the world's few remaining astringents, as falconers are called in their archaic jive, the two most illustrious are Portal of the R. A. F. and Göring of the Luftwaffe. What strange psychological nuance should thus unite the world's two bitterest rivals for mastery of the European sky may be left to a psychologist's study, but it may be noted that like aerial warfare, falconry is a deadly art. Portal himself has remarked that a well-trained hawk, power-diving with unerring aim on a quarry of unsuspecting partridge or quail at 200 m.p.h., is "the dive bomber of nature." Portal, however, has no intention of playing partridge to Göring's hawk.

He races off to war on a motorcycle

Besides hawking, young Peter indulged in the dangerous and then novel sport of motorcycle racing. Poultry and pedestrians scrambled for shelter when Peter came swerving down Hungerford's streets. When he left Winchester and entered Christ Church, Oxford, in 1912, Portal left his hawks at home but took his motorcycle with him. In 1914 he won first place in the unlimited class of the Inter-University Hill Climb.

The assassination of the Archduke Franz Ferdinand a few weeks later found Portal "reading my law and eating my dinners" in London's Inner Temple where he was studying to become a barrister. On the day that England declared war, the future flying leader of the Empire was racing his motorcycle in a country meet. At the end of the race he continued riding until he reached Oxford where he tried to enlist in his brother's regiment. He was told that he would need at least six months' training before being sent to France, but that if he volunteered as a motorcycle dispatch rider, he might reach the front more rapidly. Portal thereupon remounted his motorcycle and sped on to Chatham. There he enlisted as a corporal in a motorcycle unit, received a kit and eight days later landed in France.

The early days of the World War were an unbroken succession of Allied nightmares. As there was no wireless at the front and as



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MUST*

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*Ruling of the N. Y. Supreme Court, April 28, 1936

The Official Recipe in Rhyme!

A LITTLE SOUR,
(Juice of half a lime)

A LITTLE SWEET,
(½ teaspoonful of sugar)

THE TROPIC SUN,
(A jigger of BACARDI,
White or Silver label)

WITHOUT THE HEAT!
(Ice and shake well)

It's tart... it's smart... the incomparable Bacardi Cocktail... always correct .. and always welcome... at every season... and for every occasion. Be sure to make it correctly, with Bacardi, the world's finest rum, since 1862.

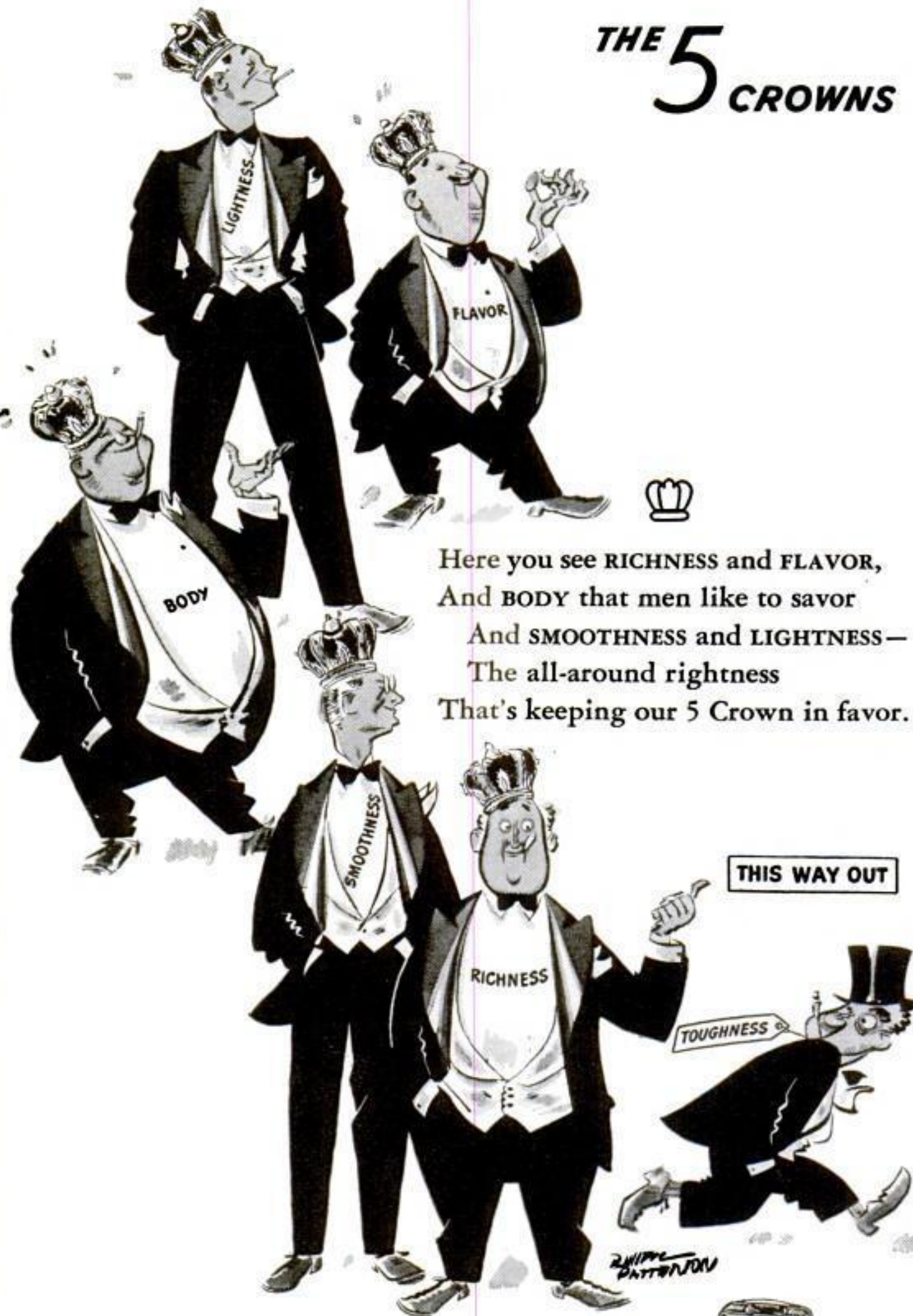
THERE'S A DIFFERENCE WORTH KNOWING

RUM 89 PROOF—Schenley Import Corp., N.Y. Copr. 1941

CONTINUED ON NEXT PAGE

Seagram keeps the
TOUGHNESS OUT
... blends extra
PLEASURE IN

THE 5 CROWNS



Here you see RICHNESS and FLAVOR,
And BODY that men like to savor
And SMOOTHNESS and LIGHTNESS—
The all-around rightness
That's keeping our 5 Crown in favor.

For Seagram bids TOUGHNESS good-bye,
Extra Pleasure's the main reason why
Our 5 Crown is kinder,
So here's a reminder
To "say Seagram's" next time you buy.


**Seagram's
5 Crown**

Seagram-Distillers Corporation, New York



**SAY SEAGRAM'S
..AND BE SURE!**

Seagram's 5 Crown Blended Whiskey. 86.8 Proof. 72½% grain neutral spirits.



Sir Wilfrid Freeman, 53, flew with Portal in France, later instructed him at the R. A. F. staff college in 1923, is at present his assistant as Vice Chief of Air Staff.



Sir William Sholto Douglas, 47, is Air Marshal at head of the Fighter Command. His father was a history professor. His sports are swimming and croquet.

PORTAL (continued)

telegraph lines were down, British communications depended largely upon the ability of a small band of young motorcyclists, including Portal and Anthony Wilding (the Australian tennis champion), to get through the Flanders mud. Portal performed his share of the task so well that, as Corporal 28082, he was mentioned in General Sir John French's first dispatch. During the week of the famous retreat from Mons, Portal scraped together four consecutive hours' sleep. On the seventh night he fell asleep over the handlebars, crashing into the automobile ahead. The car that Portal had rammed was carrying General Sir Douglas Haig. Haig stepped out and the general who was to become the commander in chief of the British Army picked the corporal who was to become the future CAS up out of a roadside ditch. After Portal mumbled that he felt all right, Haig drove on. Portal still carries a scar over one eye and, although he is too tactful to mention it, he implies that Haig might have offered him a lift.

On another occasion a bursting shell killed five fellow dispatch riders and blew Portal through a doorway. Pulling himself together, he was administering first aid to the wounded by the time the ambulance arrived.

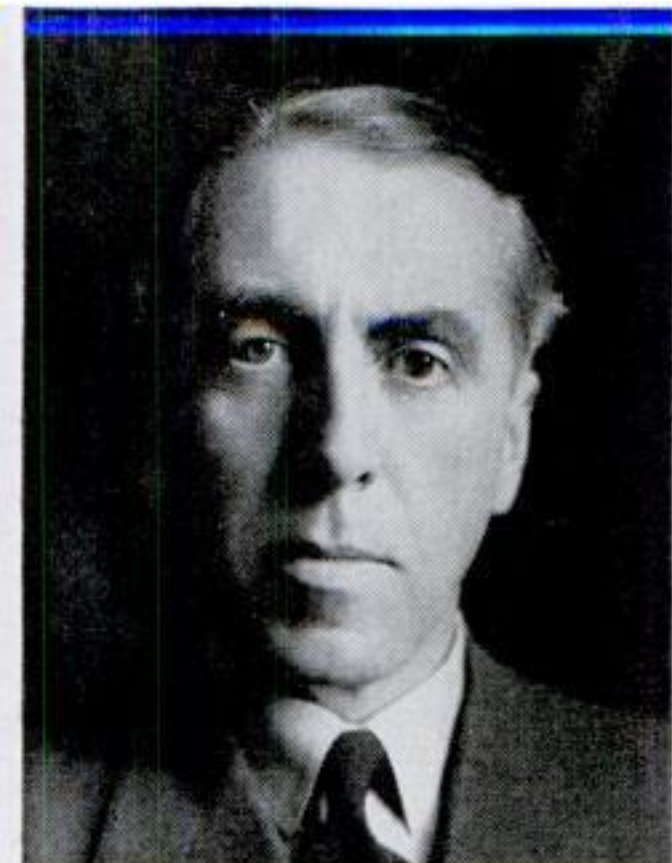
In the second summer of the war Portal joined the Royal Flying Corps, as the infant R. A. F. was then called. Fighting on the Western Front had mired down and dispatch riding had become correspondingly routine. To his new job, Portal brought enthusiasm and little else. In 1912 he had taken his first flight when he flew 20 miles as a passenger in an early Avro machine from Larkhill to Hungerford for tea. The pilot, then a young R. F. C. lieutenant, was Robert Brooke-Popham. Today Brooke-Popham is the Air Chief Marshal in command of all British forces in the Far East. The planes he receives come with the approval of his former passenger.

Portal's first brush in aerial war was as an observer, seated in the rear cockpit of a small, wobbly Morane "Parasol." Men had never before fought in the air and to those men belonged the thrill of pioneering. Except for a Lewis gun which fired only in the direction in which it was attached, the observer was expected to improvise his own means of defense. In Portal's case, this was nearly a matter of life or death, as the 21-year-old observer discovered that the cockpit was too small to hold both the Lewis gun and his own gangling legs. When a fellow flier graciously offered to sell him a Winchester automatic rifle with which to replace his Lewis gun, Portal accepted and paid \$50 out of his pocket. Several months later, while home on leave, Portal was fingering through a gunsmith's catalog. His Winchester was listed for \$22.

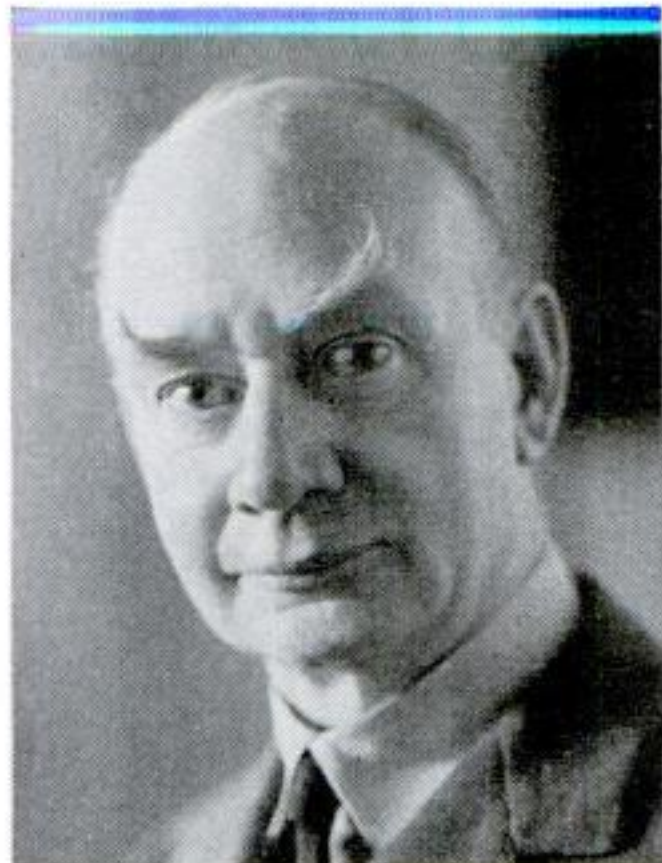
The first flight of the R. A. F.'s future CAS had the spontaneity of a poorly rehearsed vaudeville act. With Portal in the observer's seat, the pilot flew over the German lines and then lost his way. Portal navigated home. With commendable understatement he later remarked: "I took a very poor view of flying in those days."

Portal almost bags Immelmann

As an observer Portal came up with one of the cagiest tricks of the war. The victim of Portal's craftiness was Max Immelmann, originator of the famous "turn" and the first aggressive German flying ace. For months he had been hawking the R. F. C.'s planes by patrolling at ceiling height and then swooping down on their unpro-



Sir Richard Peirse, 49, is Air Marshal at head of the Bomber Command. His father was an admiral. Peirse works out the tactics for Portal's bombing strategy.



Sir Frederick Bowhill, 61, is peppery Air Marshal at head of the Ferry Command. He formerly headed Coastal Command and his planes nabbed the *Bismarck*.

tected tails. Portal's squadron decided to immunize Immelmann by sending up three machines in sandwich formation. The first cruised at 10,000 ft., the second at 6,000 ft. and the third at 2,000 ft. Portal sat in the observer's seat of the second plane. Instead of a forward-firing Lewis gun, he held his Winchester which he could fire in any direction at will. To bait the trap to perfection, he then installed himself in the cockpit so that he sat backwards but, by reversing the helmet on his head, appeared to be facing forward. When Immelmann sighted the sandwich, he roared down from 14,000 ft. to pick off Portal's plane. Portal coolly held fire until the German closed in for the kill. Then he threw off his helmet and fired. Immelmann escaped but thereafter changed his tactics.

After serving as an observer, Portal somewhat reluctantly signed up for a pilot's training course. Upon its completion four months later, he was stationed in France as one of the original pilots of 60 Squadron. This squadron was one of the truly great flying circuses. Like so many punch-drunk koala bears, its pilots thought nothing of going on dawn patrol with a greatcoat slung over pajamas. As a personal gesture, Billy Bishop machine-gunned a German airdrome, shot down three enemy planes and returned to his own base for breakfast. Lionel Rees attacked 14 German bombers singlehanded, had one leg sliced to shreds, ran out of ammunition, landed for more, went up again to continue the attack and won the V. C. Like Portal and Göring, he too was a falconer.

Downing three Germans in 10 minutes

While there is no record that Portal ever went off on a raid in pajamas or shot down three enemy planes before brushing his teeth, he eventually carried out four bombing raids in one night and five more two nights later. In 1917 as a major in command of 16 Squadron he took five Germans on at once and within ten minutes proceeded to shoot down three. He also machine-gunned troop trains and searchlight batteries, and by the end of the war was reputed to be the most fearless and accurate artillery spotter in the business. In one 33-month stretch, he flew 870 hours and spotted for 248 artillery "shoots." Having started the war as a corporal of 20, he ended it as a colonel of 25. Today under the R. A. F. wings on his left breast, he wears two rows of frayed ribbons as reminders that in the last war he won the D. S. O. and bar, the purple and white Military Cross, the 1914-1915 Cross and Mons Star, the World War General Service ribbon, the Chevalier of the Legion d'Honneur and the Victory Medal with leaf. "No commander," wrote Douglas Reed, the journalist-author of *Insanity Fair*, who flew under Portal in 16 Squadron, "more completely held the imagination of his officers." When Reed lay mummified in bandages following a crash, Portal brought him a long cigaret holder so that Reed could smoke.

It was shortly before the Armistice, while in command of an aviation group in Lincolnshire, that Portal met Joan Margaret Welby, a baronet's daughter. On his first leave in 1919 they married. According to one report the Colonel took Miss Welby aloft in his plane, proposed and refused to land until she said yes. Lady Portal denies the story, which is probably apocryphal, but she rather enjoys it.

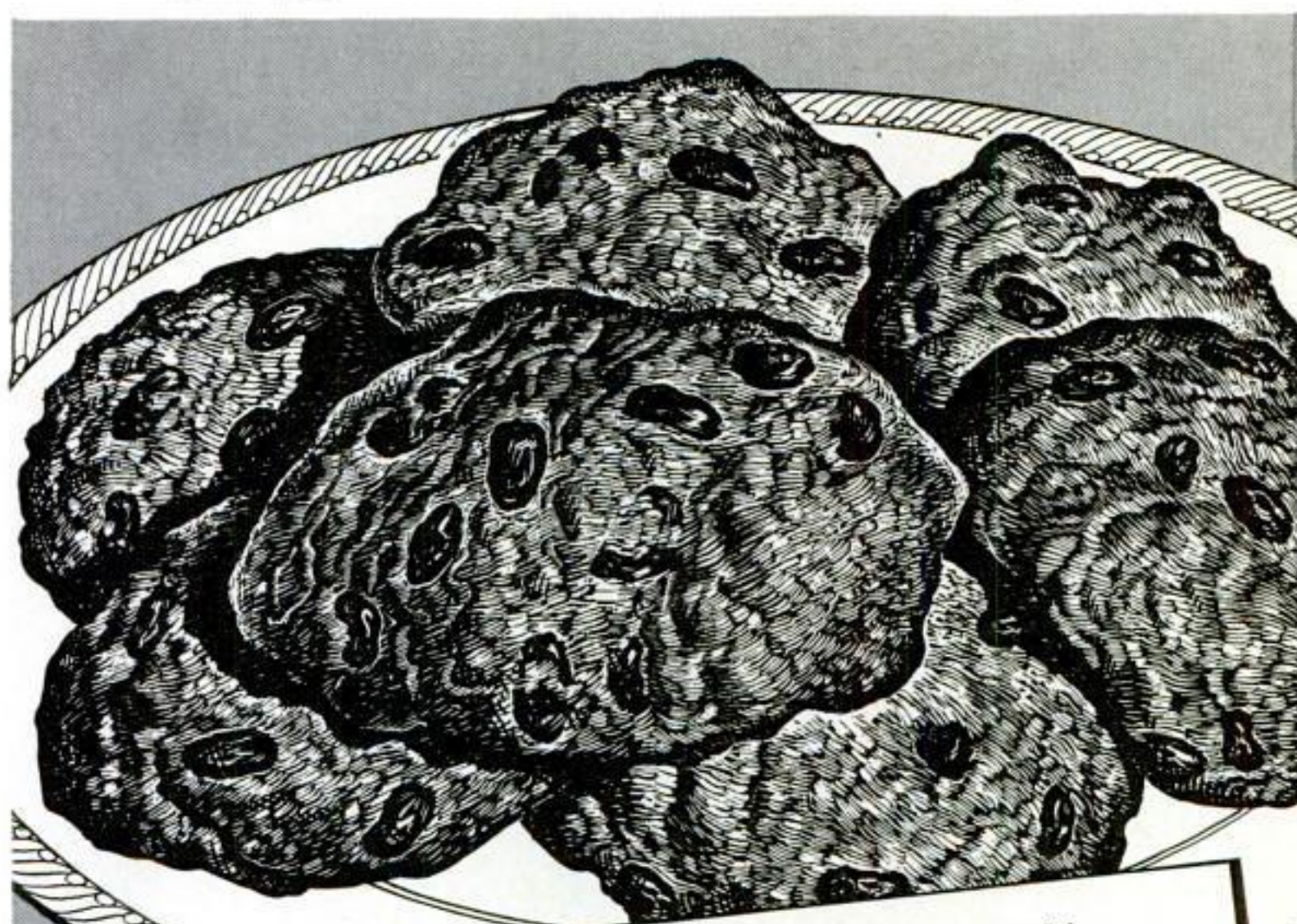
Following their marriage they bred hawks and spent their spare time on the Lincolnshire Fens, fighting peregrines for partridges and merlins for skylarks. Like many another war ace, Portal was undecided whether to make flying a career or resume pre-war law, but in 1920 he accepted the post of chief flying instructor at Cranwell, the

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An easy way to humor your husband



These cookies are a favorite with men—and they're so easy to make, too!



SUN-MAID Raisin Oatmeal Cookies

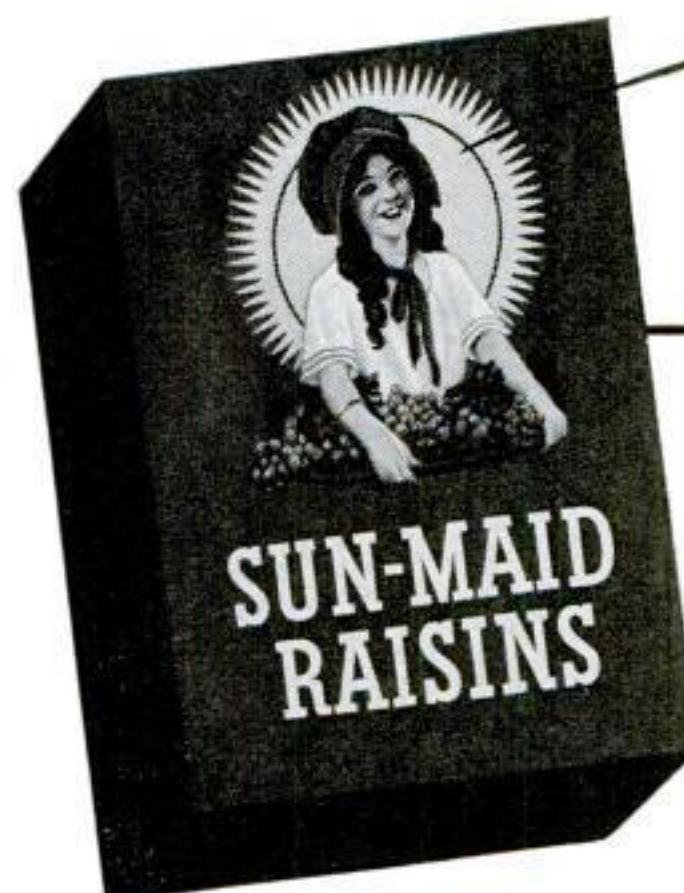
1 cup Sun-Maid Seedless Raisins 1½ cups quick-cooking oats
½ cup shortening 1½ cups sifted all-purpose flour
1 cup granulated sugar 1 teaspoon soda
2 eggs ½ teaspoon salt
¼ cup milk 1 teaspoon cinnamon

Rinse raisins in hot water and drain. Cream shortening with sugar; add beaten eggs, milk, oats and raisins and mix well. Add flour sifted with soda, salt and spice and beat. Drop on to greased cookie sheet and bake about 10 minutes in a moderately hot oven (400 degrees F.). Makes 6 dozen medium-sized cookies.

Men with a failing for cookies (and try to find one who hasn't!) just naturally go for raisin oatmeal cookies by the dozen—especially when you make them with tender, luscious, sun-ripened Sun-Maid Raisins!

Most housewives know that plump, juicy Sun-Maid Raisins are ready for instant use—that they have no seeds and require no washing.

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Yes, sir! That's what's winning smokers from coast to coast to the new Blackstone Londres-Extra. Compared to the regular-size Londres, that's just like getting a ten-cent cigar free with every six you buy. Same finest long-leaf all-Havana filler. Yet, the price is still only 10¢. Ask for the new Blackstone Londres-Extra today!



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Better Switch to Blackstone Cigars... the choice of successful men

PORTAL (continued)

"West Point" of the R. A. F. Two years later he was invited to attend the first course given at the newly created R. A. F. Staff College. The instructor, Sir Wilfrid Freeman, with whom he had flown in 60 Squadron, considered him the most brilliant pupil in the class. Today Sir Wilfrid is Portal's first assistant.

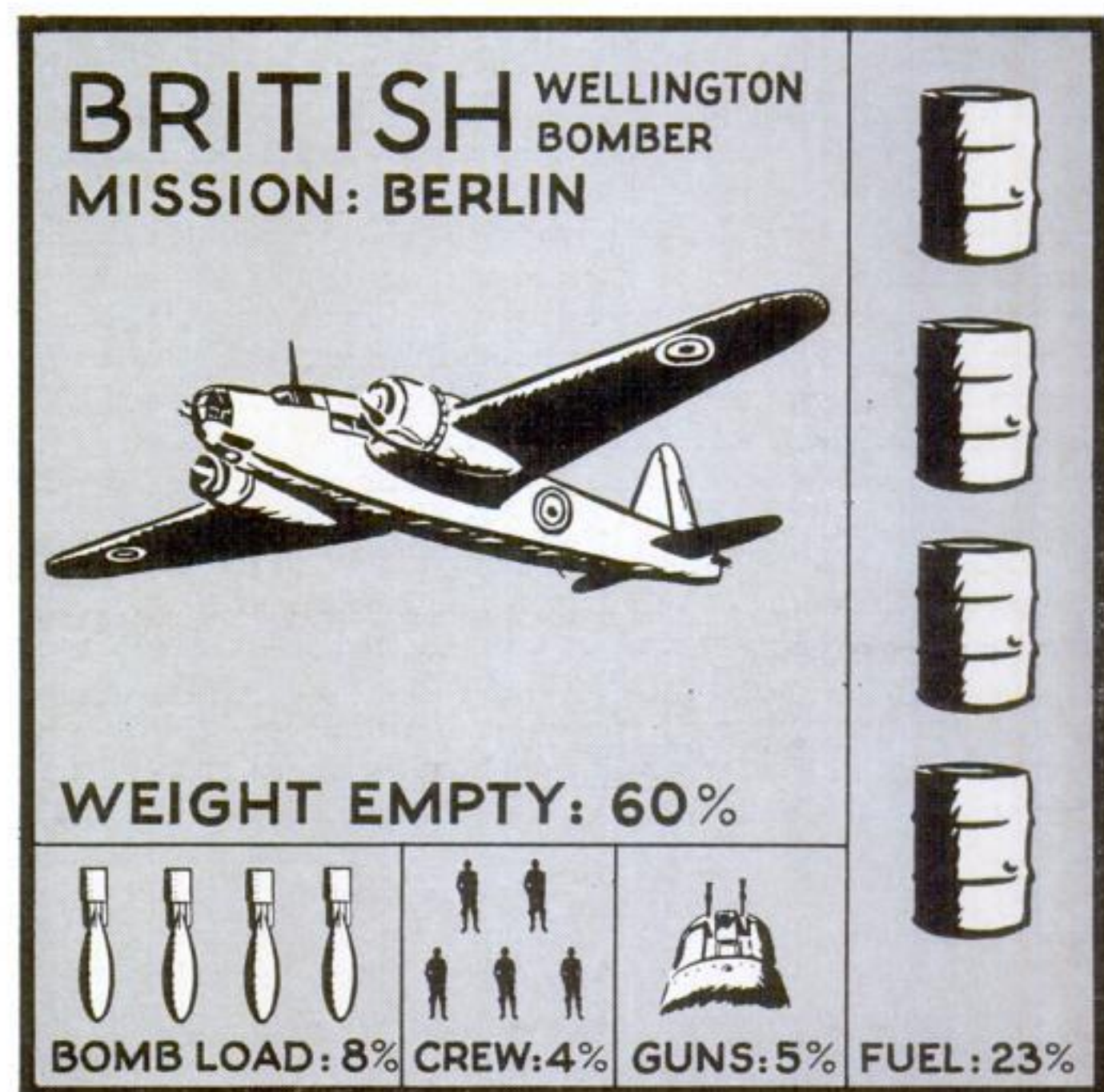
At the end of the course Portal was posted to the Directorate of Operations and Intelligence at the Air Ministry. The year was 1923 and it was "about this time," says Lady Portal with the finality of a time clock, "that Peter began to work." His ability was so readily apparent that by 1933 Captain Harold Balfour, another 60 Squadron oldtimer and the present Undersecretary of State for Air, prophesied that "Portal is a certainty for the position of future CAS."

One incident that deeply impressed Portal's colleagues and superiors occurred in 1927, when Portal was given command of a bomber squadron at Worthy Down. Six weeks after his arrival he proved to be the best bombardier in the R. A. F. With Portal at the bomb-sights, his plane won the coveted Laurence Minot trophy for accurate bombing in 1927. He won the trophy again in 1928. After that he did not compete.

He delivers a model scolding

Another stretch at the Air Ministry followed his stint at Worthy Down, and in 1934, at the age of 41, he was the youngest man ever entrusted with the Aden Command, which controls the entrance to the Red Sea. Aside from the heat, the chief difficulty of the Aden Command lies in controlling the Arab tribesmen who live in the hills. In Mesopotamia after the war the British had devised an ingenious and remarkably humane weapon, known as the "inverted blockade," to crush tribal revolts with minimum bloodshed, and Portal perfected the method at Aden. As he explains it, the system is to offer a law-breaking tribe the choice between paying a fine and surrendering the culprits, or evacuating their villages and fields. Instead of being blocked in, they are blocked out. One ultimatum addressed to the tribesmen by Portal might well serve as a model scolding, softened by some sound fatherly advice: "If you don't produce the fine and the men, you must leave all your villages and fields, taking all your property and animals with you and keep away until the Government gives you permission to come back. The Government will do this as soon as you have complied with the terms. Until you have complied, your villages and fields may be bombed or fired on at any time, and you are particularly warned not to touch any bombs that don't go off, as, if you do, you will probably get killed."

Besides learning a great deal about Arab psychology and colonial



British bombing problem is difficult because 23% of total weight is taken up by fuel and only 8% by bombs. Fuel bulks so large because eight hours must be allowed for 1,500-mile round trip between base in England and Berlin. The eight hours also include one hour for remaining over Berlin, extra half hour for solving navigational problems.

rule, Portal learned how to sail and take photographs at Aden. In return he introduced tuna and swordfish fishing to the garrison. Portal developed his interest in sailing and photography with the same characteristic thoroughness with which he had previously learned to breed hawks, race motorcycles and wage war. He sailed before dawn every day and read every available book on the subject. Later he sent to England for a specially built boat, and after it arrived he copped most of the races. As an amateur photographer, he specialized in microphotographs of shells and plant life. Today he owns enough photographic equipment to open shop as a professional tomorrow.

In 1935 Portal left Aden, served briefly in India, and returned to London to teach "air strategy" at the Imperial Defence College. At the same time he served as the highly important Director of Organization at the Air Ministry and in 1937 was promoted to the rank of Air Vice Marshal. What Portal taught and what plans he hatched are military secrets, but Portal's touch is apparent in the all-around excellence of the training which British air crews receive and in the persistence with which the R. A. F. specializes in accurate bombing against specific targets. As a World War airman who made his greatest reputation as a spotter for artillery, Portal plugs away on the theory that bombers should bomb with the accuracy of ground guns.

The start of this war found Portal a full Air Marshal in charge of R. A. F. Personnel. This important administrative post gave him a seat on the supreme Air Council, but little say in the actual conduct of the war. Although Poland was mercilessly bombed, the war in the air remained in its chrysalis stage and British "bomphlet" raids on Germany were scarcely calculated to excite a hard-hitting slugger like Portal. It was against this background of strategic inertia that Portal was suddenly made chief of the Bomber Command in April 1940 by Air Marshal Sir Cyril Newall, the CAS whom six months later Portal replaced.


Shortly thereafter the bombing of Germany, Britain and France began in earnest. When France collapsed, Portal pretended that Britain's chances had rarely been brighter. Concealing his own fears, he would enter the officers' mess at the Bomber Command, cheerfully rub his hands, order his sherry and sit down to chat. Several months later when the worst of the peril had passed, Portal called his officers together to thank them for the courage they had shown during those days. "I can tell you now," he confided, "that there were days when I came into this mess almost believing that all was up."

Last October Portal was just as suddenly hoisted out of the Bomber Command and made CAS by the Churchill Cabinet. His first words on hearing the news are said to have been: "Good, now I'll bomb hell out of them." The raid on Munich which followed was Portal's personal inspiration. He felt that a raid on the city, while

CONTINUED ON NEXT PAGE

GERMAN JUNKERS 88 BOMBER


MISSION: LONDON



WEIGHT EMPTY: 61%



BOMB LOAD: 22%




FUEL: 12%



CREW: 3%



GUNS: 2%

German bombing problem is simple because only 12% of total weight is taken up by fuel and 22% by bombs. Although Nazi bombers based behind Ostend have only 135 miles to fly to reach London, they carry enough fuel for 1,000 miles on chance that adverse weather conditions may force them to land as far away as Bordeaux or Breslau.

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Whitey: "Naturally—we always lead them to pleasure, Blackie"

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6137 No. Meridian St.,
Indianapolis, Ind.
June 27, 1941

Larus & Bro., Richmond, Va.
Gentlemen:

I'm still a young fellow, or like to think so, and as long as I've smoked, I've smoked a pipe. Life for me has been a continual round of trying different tobacco.

I've paid as high as six dollars a pound for the stuff. I've had mixtures made to order.

I've smoked tobacco that tasted like honey, that tasted like rum, that tasted like wine, that tasted like maple sugar, that tasted like nuts, that tasted like burning hickory, that tasted like sweet grass. I once smoked a British blend that tasted like somebody's old tweed suit, so help me.

But Edgeworth—I can't possibly explain it, but Edgeworth tastes an awful lot like tobacco! Possibly it is tobacco and not malt, not apples, not rum, not wine, not something to disguise the taste of a product the manufacturer is ashamed of.

I shouldn't take up your time like this, really. But I long ago promised the first time I found a tobacco I could smoke for a month or more steadily without tongue-bite, throat irritation, dizziness, and at the same time enjoy the flavor every time I lighted the pipe—when I found that kind of tobacco, I was going to write the manufacturer and tell him about it. *Thanks for Edgeworth, gentlemen!*

(Signed) G. T. Fleming Roberts

NOTE: Mr. Roberts got acquainted with America's Finest Pipe Tobacco by sending in this coupon for a generous sample tin.

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410 So. 22nd St., Richmond, Virginia
Please send me, at your expense, a generous sample of **EDGEWORTH** Ready-Rubbed—America's Finest Pipe Tobacco.

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TOO MUCH FOOD?

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PORTAL (continued)

Hitler was there celebrating the anniversary of the Beer Hall Putsch, would dampen German morale, if only momentarily. Like his opponents, he is interested in the psychological effects of bombardments, and the British may yet teach the Germans a trick or two when it comes to screaming bombs and screamers on planes. Portal himself immensely enjoys hearing stories indicating the exaggerated fear that German civilians have of incendiary and time bombs, and one of his most pleasant chores is examining the diaries and documents of captured German airmen. It is the R. A. F.'s boast that it not only knows the precise whereabouts of almost every Luftwaffe squadron at a given moment, but that it even knows the color of the squadron leader's mustache.

Like Nelson at Trafalgar, Portal was 47 when he was made CAS. In six years he had risen from Command of the Aden outpost to the highest position in the R. A. F. He was the first real airman the R. A. F. has ever had for a CAS, and the youngest. He is also one of the coolest cucumbers in the R. A. F.'s patch. Typically, on the night of the great German "fire raid" on the city district of London, Portal could not be found. Finally one of his Air Marshals discovered him on the roof of the Air Ministry, grimly watching the Nazis trying to burn London down. "Well," said Portal with the awe of a tourist who has just seen an unforgettable spectacle and with the determination of a CAS who expects to drive the Luftwaffe from the sky, "that was an amazing sight that will never be seen again."

Except for Erhard Milch, Portal has never met any of the top Luftwaffe men and has never visited Germany. Although British pilots tend to call their opponents "Jerry," in the Air Ministry, where memories extend back to World War days, the Germans are called Boche or Huns. Portal calls Hitler "Adolf" or "That Man." While there is no position quite comparable to Portal's in the Luftwaffe, Göring is Portal's closest counterpart except that the Field Marshal also plays a massive political role in the Reich. Other than a mutual interest in planes and hawking, their personalities could scarcely be less alike. Portal is a Caspar Milquetoast compared to Göring's Falstaff. Whereas the No. 2 Nazi owns a Palace, a castle, a hunting lodge, a countryside "snuggery" and a large part of the wealth of Europe, Britain's No. 1 airman owns no home and sleeps in a hotel bedroom. Whereas Göring may wear any one of an estimated 50 different uniforms, Portal's uniform has not changed since his junior officer days except for a few stripes and a piece of gold braid on the cap. Göring habitually bellows out orders with a pair of Wagnerian lungs and whacks subordinates enthusiastically across the back; Portal invariably prefaces his instructions with an almost apologetic "Do you think you could do this for me?" and employs no gesture more violent than prodding a subordinate in the ribs with the stem of his pipe.

While Göring stuffs himself on whipped cream and entire cakes, downs vast *krugels* of beer and munches cold cuts and drumsticks between meals, Portal eats with the parsimony of a sparrow and the regularity of a metronome. Most of his meals, sent down from the cafeteria of the Air Ministry, are eaten at his desk from a tray. He has an Englishman's taste for roast beef and lamb and usually tops off his meals with an apple. He chose apples with the same careful consideration that might lead him to bomb Italian spaghetti factories instead of German oil plants. After comparing the relative merits of several fruits, he selected apples because: 1) they are the most readily obtainable; 2) they require the least trouble to prepare; 3) they can be eaten while reading reports.

All Portal's boyhood chums were killed in the last war and he has no intimate friends. But he probably sees more of Sir Wilfrid Freeman, his vice chief of staff, and Captain Harold Balfour than anyone else. His oldest daughter, Rosemary, 17, is taking a secretarial course in London. Another daughter, Mavis, 14, is away at school. His brother Reginald was captain of the cruiser *York* which was sunk with small loss of life at Crete. With Lady Portal, who busies herself with welfare work, Portal lives in a London hotel bedroom with bath. The room contains twin beds and two dressing tables. Suitcases are piled in one corner. Several yachting manuals and a heavily thumbed copy of *The Oxford Book of English Verse* rest on a bedside shelf. In the corridor leading to the bath hang a raincoat, an extra R. A. F. uniform and a cap. Except for a colored print of *The Eagle*, an early experimental airship, the room is as devoid of decoration as the wardroom of a battleship dressed down for action. Although the greatest aerial war in human history has necessarily conflicted with his reading, he has recently finished C. S. Forester's *Brown on Resolution* and Richard Llewellyn's *How Green Was My Valley*. Lady Portal bought him *For Whom the Bell Tolls*. "When he



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saw the length of it," according to Lady Portal, "he about fainted."

The R. A. F.'s friendly grouse is that duty keeps Portal strapped to a desk. As a result, he has probably seen no more of the action of this war than a London or Dover civilian. His "day" begins at 9 a. m. and ends at any time within the next 24 hours. Much of it is taken up with confidential reports, with interviewing British pilots home from a particularly interesting raid, with phone calls or visits from the Air Marshals of the eight R. A. F. Commands. Portal is in frequent conference with Archibald Sinclair, the Secretary of State for Air, who has an office down the hall. While Sinclair is nominally Portal's boss, there is a great deal of give-and-take between the two men. Portal passes on Sinclair's ideas from a technical view and Sinclair passes on Portal's from a political. Portal attends the almost daily meetings of the War Cabinet and confers privately several times a week with his two opposite numbers in the senior services—Admiral Sir Dudley Pound, the First Sea Lord, and General Sir John Dill, chief of the Imperial General Staff. Some measure of how strenuously Portal works may be gathered from the fact that although Portal by rights should have joined Pound and Dill at the recent Roosevelt-Churchill meeting, the pressure of work kept him at his desk and he sent Sir Wilfrid Freeman instead.

Portal outquotes Churchill in Latin

The CAS sees Churchill one or two evenings a week at the Prime Minister's famous dinners at No. 10 Downing Street and probably weekends more often with Churchill at Chequers than any other man in the services. Churchill smokes his cigars, Portal puffs on the "Summer Flowers" tobacco in his pipe. One of their running discussions concerns the desirability of teaching Latin in English schools. Portal favors its use, if restricted to honor students, and the Air Chief's Marshal's ability to outquote the Prime Minister in Latin is a minor point in favor of Winchester over Harrow.

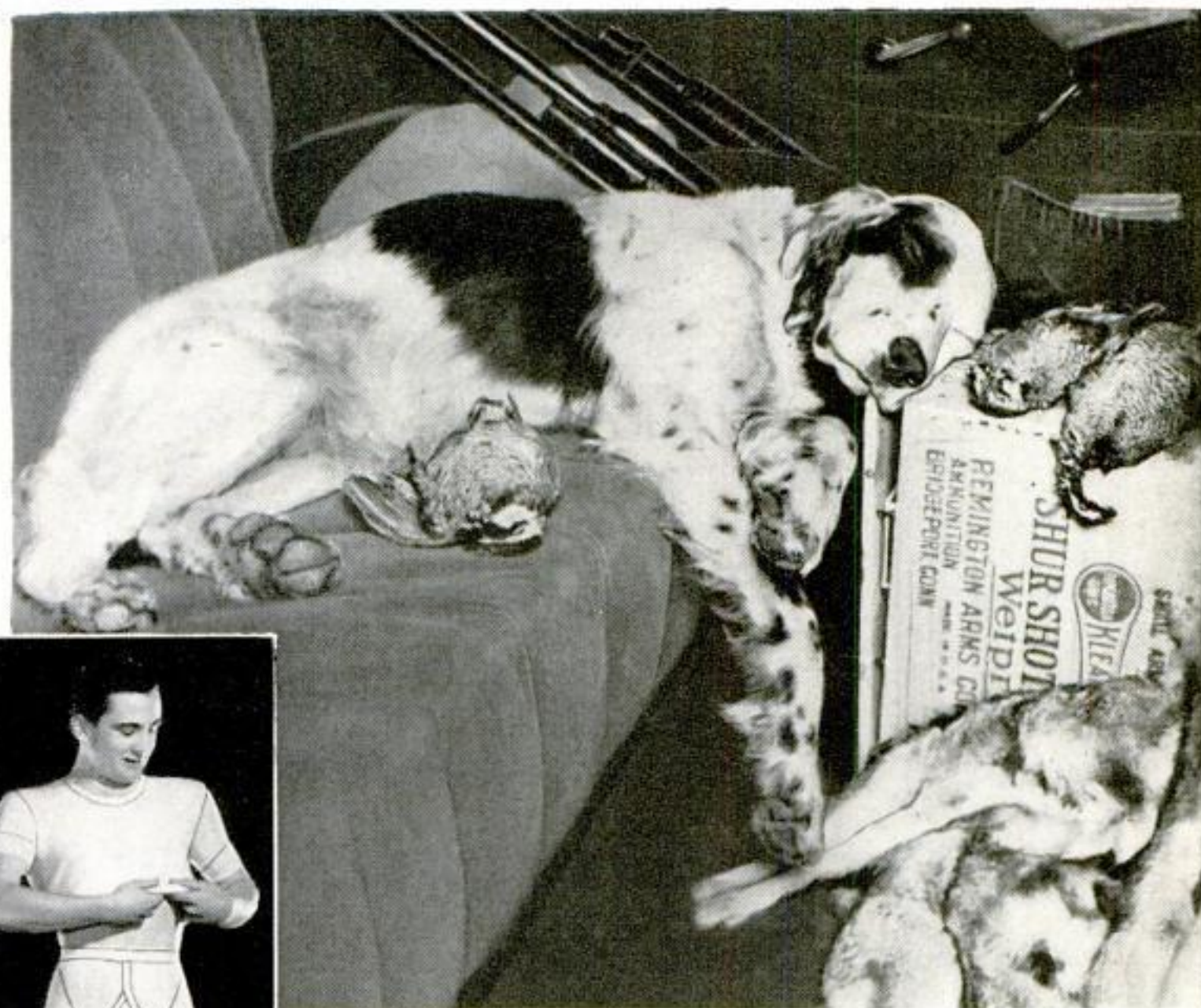
Portal's men have the same confidence in him that Notre Dame teams had in Rockne. Like Portal, most are convinced that, given enough heavy bombers raiding Germany and Italy day and night, Hitler and Mussolini can be made to eat humble pie. Although some R. A. F. officers call Portal "a bomber boy," implying that he is overly concerned with bombers and offensive war, Portal's answer is justified by the last two years: "We won't win the war with fighters and we're in this war to win it."

There was at one time, however, a dark intrigue afoot against Portal. In the corridors and offices of the Air Ministry, members of his staff conspired last winter to make him take an occasional badly needed rest. He finally compromised and promised to take one day off a month. On the morning that he returned from his first day off, the conspirators asked how he had enjoyed fishing for trout on the Itchen or Test or flying the model airplanes that he builds. "Why," reported Portal, "My wife and I had a fine time. First we went to the movies in London." "Then," he continued, coming to the climax of his day, "I went to the dentist."



His' eldest daughter, Rosemary, now 17, enjoyed riding on her father's back when she was 7 (above). The house in the background is Sulham Hall, Portal family estate.

Keep Fit THIS WINTER



Two-piece construction
—85c each and up.

"Quality Corner"

Better stores offer Jockey in Rayon, mercerized cotton, linen and cotton, wool and cotton mixtures and the new super-textile, Coopreme. Shorts and Midways, 75c to \$1.25; Longs, \$1.25 to \$3.00.



Jockey

THE FAMOUS BRAND OF SUPPORT UNDERWEAR
TRADE MARKS REG. U. S. PAT. OFF.

It's good for you to get Dog-tired outdoors in Jockey Longs

REG. U. S. PAT. OFF.

How long is it since you spent a grand day, outdoors in the crisp air with a dog at your heels and a good companion at your side? Occasions like that and the physical well-being they bring are yours to take . . . if you dress for them. And that means, starting with Jockey Longs! For Jockey Longs form the foundation of all active men's winter wardrobes. Made by Coopers, they're buttonless, smooth, warm and snug but not bulky. Give complete freedom of action and incorporate Jockey's famous inverted *Y-front which makes for a perfect fit, mild support and a non-gap masculine opening. In all weights, Jockey Longs are styled for looks as well as comfort and action. At dealers everywhere who identify themselves by displaying the Jockey statue in their stores. Cost 85c and up. Contoured shirts to match, same prices. Also children's sizes down to four years. * —The Source of Support.

Coopers INC.
KENOSHA WISCONSIN

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO SEATTLE

Made and distributed in Canada by Moodies, Hamilton, Ont.; In Australia by MacRae Knitting Mills, Sydney; In British Isles by Lyle & Scott, Ideal House, London; In New Zealand by Lane-Walker-Rudkin, Ltd., Christchurch, S 1



Left
JOCKEY
SHORT
For summer
sports; 55¢ up

Right
JOCKEY
MIDWAY
Squirm-free
comfort for or-
dinary wear;
55¢ up



Left
JOCKEY
BELLIN
A trim, youthful
waistline for
dress-up occa-
sions; \$1.25

Right
JOCKEY
OVER-KNEE
For scratchy
tweeds; 85¢ up





At rehearsal, church is dimly lit, undecorated. Actual ceremony is reenacted except repeating of vows, put-

ting on ring, pronouncement of couple as man and wife as minister puts stole over clasped hands, and blessing.

Life Goes to a and attends the formal church ceremony,

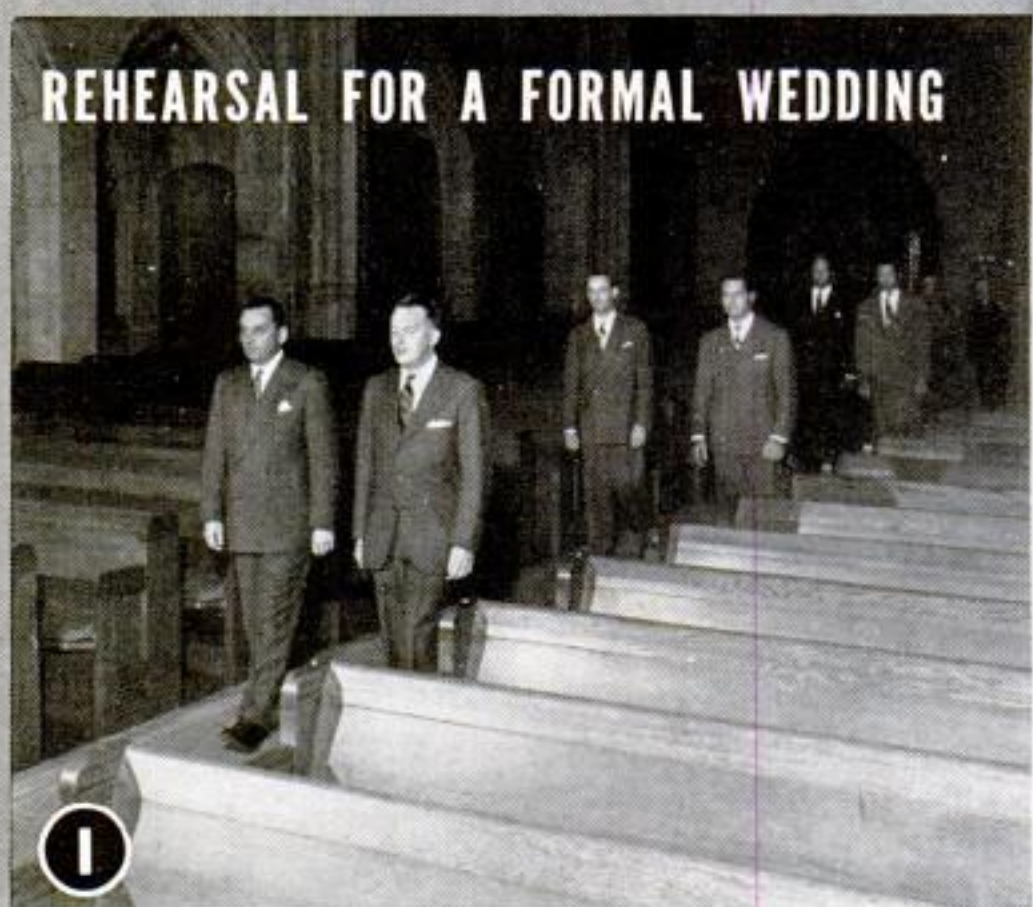
If newspaper readers in the United States in this troublous year of 1941 turn to the pages of social doings in any community, they will find that despite the European hell and high U. S. taxes, the young people of this country are involved in a great wedding boom.

In peaceful times young adults deliberate, weigh, ponder and postpone marriage. In acutely disturbed times they plunge. In 1940 marriages in the U. S. reached an all-time high of 1,500,000. During the first nine months of 1941 they seem to be going at the same brisk pace.

Although Justices of the Peace and town-hall clerks have all been cashing in on the marriage rush, the most popular type of wedding still is the one in which the community, represented by family and friends, participates. In all ages there have been rebels who have sneaked off and done their "hitching" in relative privacy. They have assumed that their union was a private matter. It isn't. Marriage, as an institution, is the uniting of one man and one woman for the continuity of the race. It is a contract, the most important any man or woman can make, for the production and maintenance of children. Religious ceremonies, proclamations, festivals and invocations to supernatural powers are all deliberate social attempts to impress Him and Her with the importance of their act.

In modern Western civilization the church wedding is the generally accepted form of solemnization of a union between man and woman. In the U. S., church weddings are more numerous than any other kind. They may cost nothing or many

REHEARSAL FOR A FORMAL WEDDING



1

Ushers come down aisle in pairs, four pews apart, start wedding procession. No one is seated after the procession starts.



2

Best man and groom (right) come from minister's study as procession starts, stand at foot of chancel, face aisle, await bride.



3

Bridesmaids follow ushers. Matron of honor (with a has-sock as bouquet) walks alone. Last comes bride with father.



7

Bride and groom follow minister up chancel steps. Matron of honor and best man are told to wait until couple reach rail.



8

Bride hands bouquet (pocketbook at rehearsal) to matron, thus freeing her left hand for the ring ceremony. Best man has ring.



9

Bride's right hand is held in groom's right hand. In actual ceremony, minister then pronounces them man and wife.

Wedding Rehearsal

the reception and festivities afterward

thousands of dollars. Cost depends on such trimmings as flowers, canopy, music, church fees. Whether large or small, most church weddings follow a set pattern. Each move, each participant has a definite function and meaning. As an example of how a formal church wedding should be conducted, LIFE here presents a rehearsal and an actual wedding, followed by a wedding reception. All were conducted under the supervision of Madeleine Torrens, professional wedding consultant.

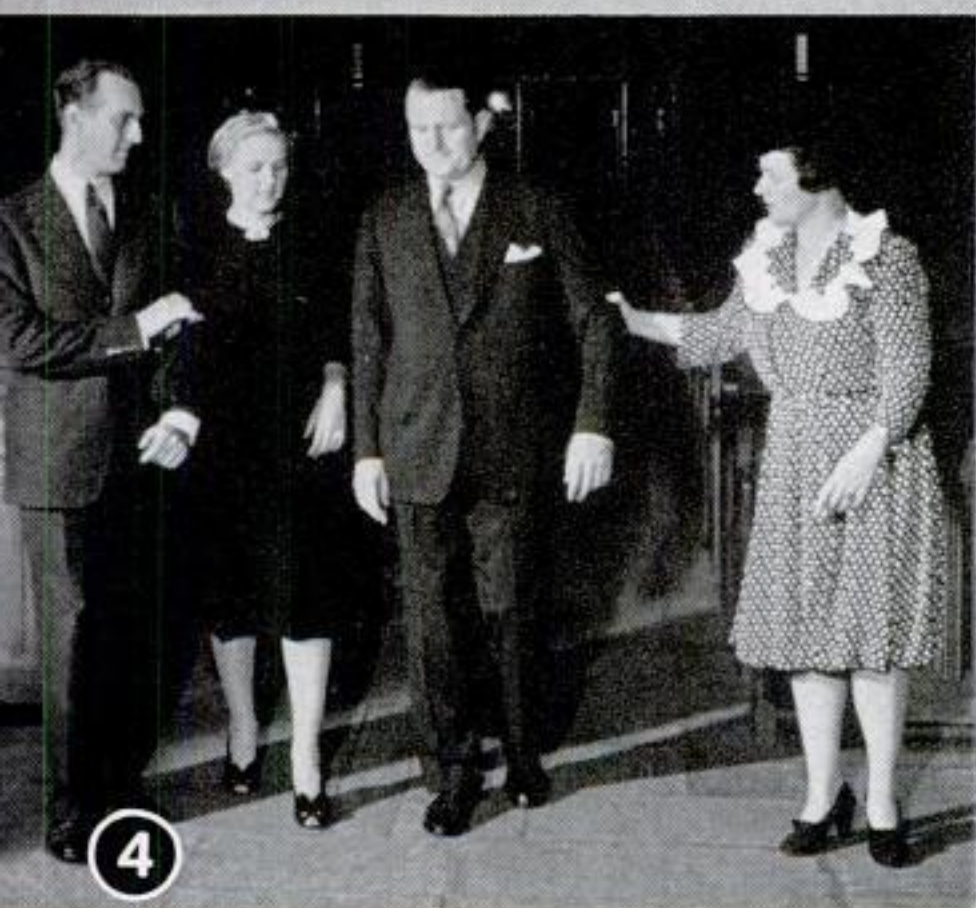
The wedding photographed is that of Helen Janet Johnson of Pelham, N. Y. to Edward George Johnson of North Hills, Long Island. They were married last month in the Church of the Heavenly Rest in Manhattan. The rector, the Rev. Dr. Henry Darlington, officiated. Dr. Darlington gave his approval to the taking of the pictures in the hope that even greater numbers might be influenced to be married in church. He has witnessed the sobering effects which a talk with him before the ceremony, and the public pronouncements of the marriage vows, have had on even the most slap-happy youngsters.

At the Johnson wedding, as at all weddings, the younger friends heard for the first time the solemn promises, the binding pledges which are exchanged. Older married folk were reminded of their own marital vows. As Helen Janet and Edward George stood before the altar and publicly pledged their troth, all those assembled four times heard and four times were impressed by the everlasting promise "to have and to hold from this day forward, for better for worse, for richer for poorer, in sickness and in health, to love and to cherish, till death us do part."



At wedding, church is ablaze with lights. The altar, chancel and pew entrances are decked with flowers.

The bridal party is all dressed up. Bride's friends are seated at left, groom's at right, families in front pews.



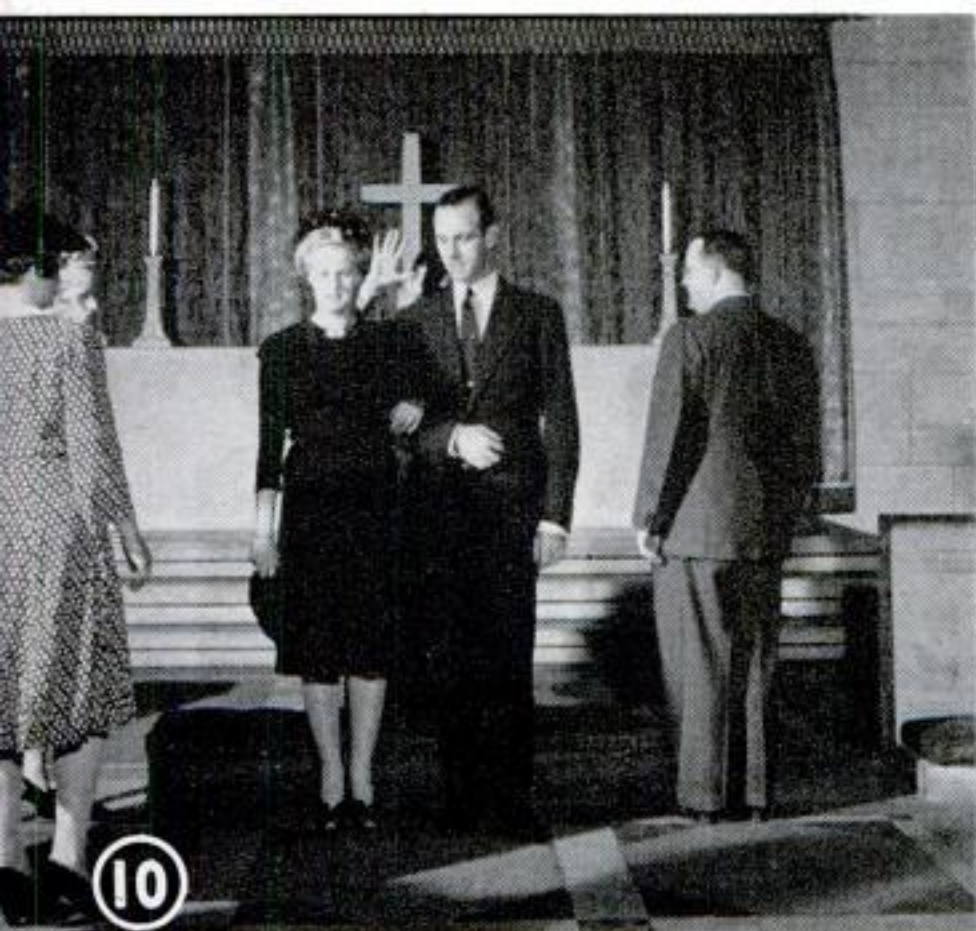
4 Groom meets bride to escort her to minister. Miss Torrens leads father to side from where he gives his daughter away.



5 Dr. Darlington instructs party on procedure. At this point minister charges couple to speak up if marriage shouldn't proceed.



6 "Who giveth this woman . . . ?" Father then steps forward to give his daughter's hand to minister, who gives hand to groom.



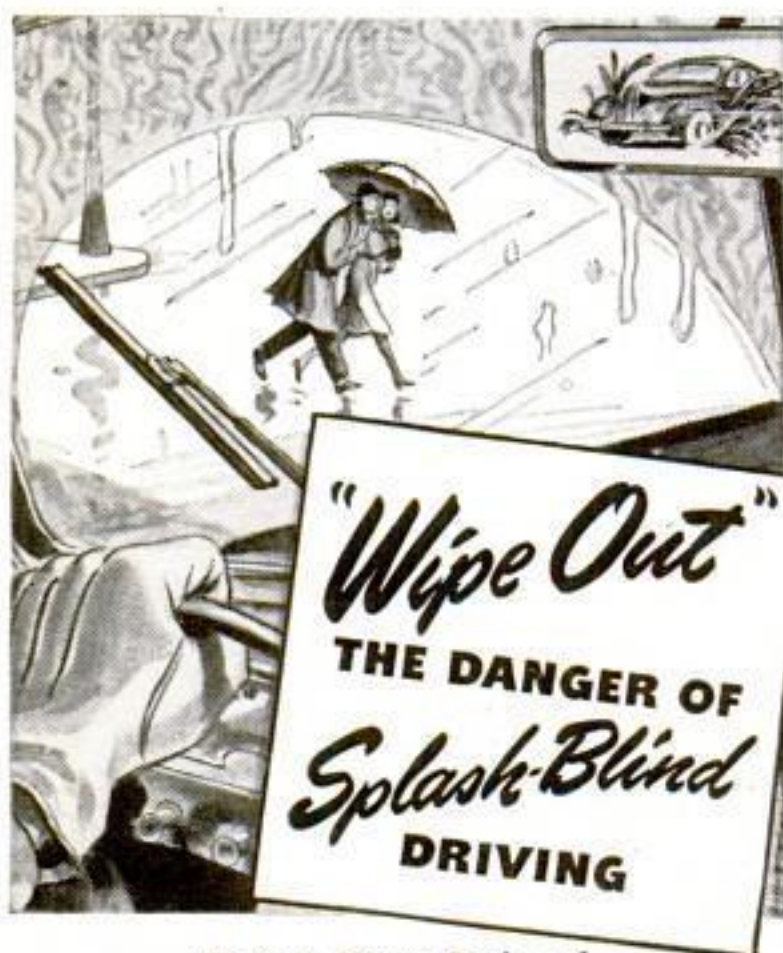
10 With outstretched hand, minister has pronounced final benediction. Couple turn, kiss each other, prepare for exit.



11 Bride's train in front of her at this point is picked up by the matron of honor and flipped behind the bride for exit march.



12 With smiles of relief, couple go down aisle. Father (upper left), bored with rehearsal, is out of place, should be in pew.



...Get a New Pair of RAIN-MASTER

Windshield Wiper Blades

You're in a tough spot — each time the tires of a passing car slap a puddle of smeary road-muck against your windshield... and your old wiper blades are too dull to clear it. Why be trapped... "splash-blind" again in speeding traffic?... Now... for a dollar or less... you get... put on for you quickly at almost any good gas station... a handsome pair of keen new Anco "Rain-Master" Wiper Blades. One-piece moulded rubber. Precision-made. Patented design. Ten full-length wiping edges. Already original equipment on many high-grade cars... because they clean *quicker*... clean *cleaner*... last *longer*. A joy to use in any storm. Play safe! Protect yourself and your passengers. Have a pair of Rain-Master Blades put on, next time you buy gas.

To Dealers: The new Model "VC" Rain-Master Arm fits all cars and trucks, including 1941 models. Also ideal replacement for curved arms. Extensible — 6" to 12". Order from your jobber today the new Rain-Master All-Car Service Set-Up — complete authorized Blade and Arm service with 7 items. Your cost under \$10. The Anderson Company, Gary, Ind.

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures.

Always clean and free from goo no matter how often you smoke it. Challenging higher-priced pipes in briar quality and value. WM. DEMUTH & CO., N. Y.

HANDKERCHIEF TEST PROVES VITAL ZONE ALWAYS SPOTLESS



HESSON GUARD MILANO



Final bachelor moments are spent by bridegroom (right) with best man in minister's study. Here best man usually gives minister envelope containing fee for wedding. Amount is optional. Best man's and usher's boutonnières, ties, spats, gloves are usually provided by groom. He also buys bride's bouquet and corsages for both mothers.



In church vestibule, bride, on father's left arm, prepares to enter church at end of wedding procession. (Bride sometimes takes father's right arm.) Matron of honor, here awaiting her cue to step forward, follows bridesmaids, walks about twelve feet in front of bride. Veil over bride's face is usually raised at conclusion of ceremony.

"But, Mother, what's there about Nujol that you haven't found in those other things you've taken for constipation?"

"Just this, my dear — effectiveness without unpleasantness. That's Nujol."

Nujol

CONSTIPATION is not created overnight... certainly you should not expect to overcome it overnight by violent high-pressure methods that leave you "woozy." A tablespoonful of odorless, tasteless Nujol each night and morning establishes effective intestinal lubrication, gives continuing relief from ordinary constipation. Not "just another" mineral oil—Nujol's viscosity is scientifically controlled to give best results. Get a bottle at the druggist's.



\$ave From the Bottom Up

Don't throw away your old shoes... your shoe repairer rebuilds like new! Cat's Paw Twin-Grippers stop slipping double-fast!

CAT'S PAW

Twin-Gripper RUBBER HEELS AND SOLES

V for VICTORY with VITAMIN B complex

New Vim, Vigor and Vitality... have an active mind and quick step.

GOOD MORNING

is a pure, efficient and inexpensive supplement to the diet... contains natural vitamins only. Send \$1.00 for trial size or postal for free information.

MYKRON COMPANY 139 W. Jackson Blvd. CHICAGO, ILLINOIS



Alone at last, bride and groom are first to leave church. Since bride's car was last to arrive at church, it remains parked at entrance until she is ready to leave with her husband. Bridesmaids and members of both families come next. Ushers are last to leave, must linger until all guests in reserved section have been escorted from seats.



At the reception, before the guests arrive, bridesmaids let off steam with shrieks and giggles. As guests begin to arrive from church, bride and groom, bride's father and mother, groom's father and mother, matron of honor and bridesmaids form receiving line, stand until the last guest has been greeted. Ushers and best man are not in line.

CONTINUED ON NEXT PAGE

DISCOVER HOW GAINES CAN CUT DOG FOOD BILLS AS MUCH AS 50%



Test Gaines in your own home *Free!*

Compare Gaines with a moist dog food! ANY moist dog food! You'll discover this: Gaines is a DRY food, 92% moisture-free. You pay for practically no moisture. This can mean savings as high as 50% to about 7 out of 10 dog owners.

And best of all, in addition to giving these happy dog owners the chance to save money, Gaines offers their dogs a mighty big bonus in health-values!

Contains Vitamins

Gaines contains Vitamins A, B₁, B₂ (G), D, E, proteins, cereals, minerals. In fact it contains *everything* normal dogs are known to need to help them develop glossy coats, clear eyes, sound bones and plenty of pep!

And how dogs do go for Gaines! Little dogs—big dogs—bluebloods—"just plain dogs"—all like Gaines. They eat *millions* of pounds every year. Besides, scores of America's best-known breeders have been feeding Gaines every day for more than a decade!

In fact, for two long years Gaines was the mainstay of the diet of the U. S. Antarctic Expedition's dogs! And though these dogs were



OFFICIAL PHOTO U. S. ANTARCTIC SERVICE—A dog team meets the Expedition's Supply Ship "U. S. S. Bear" as it arrives at West Base, Antarctica with the first mail of the year.

taken through the sweltering tropics, then put to work in the 60° below zero temperatures of Antarctica, they suffered no nutritional illnesses!

Send For Free Sample

Discover—at our expense—what savings and other great benefits this *proved* dog food may bring you! Mail the coupon below and get liberal samples of Gaines, together with color-illustrated booklet. Better yet, try Gaines now without losing another minute! Just ask your nearest dealer for anywhere from a day's to many weeks' supply. You'll risk nothing. The Gaines he sells in 2- and 5-lb. sealed paper bags is backed by a money-back guarantee!



U. S.
ARMY!
HERE
WE COME!



Back from Little America, the dogs of the U. S. Antarctic Expedition have been found to be in sound health and soon will be put to work in the U. S. Army. Gaines continues to be their food!

MAIL THIS TODAY

**GAINES FOOD CO., INC., Box LM-10
Sherburne, N. Y.**
Please rush free samples of Gaines Dog Food, together with illustrated booklet, "Health for Your Dog." I have Puppies (No.) Old Dogs (No.)
NAME.....
ADDRESS.....
CITY.....STATE.....
Canadian Representative, Wear Food Company
2114 Queen Street, East, Toronto, Canada

ACTORS' FACES

are EXTRA sensitive
to Shaving Cream



In "ARSENIC AND OLD LACE," Boris Karloff terrifies Helen Brooks. At left, Mr. Karloff removes his make-up.

He says: "The continual removal of heavy make-up is hard on my skin. My face gets so sensitive that I must avoid irritating shaving creams. I always insist on Williams—it never stings or burns. And it makes my whiskers go limp in double-quick time!"

—that's why **BORIS KARLOFF**
uses WILLIAMS

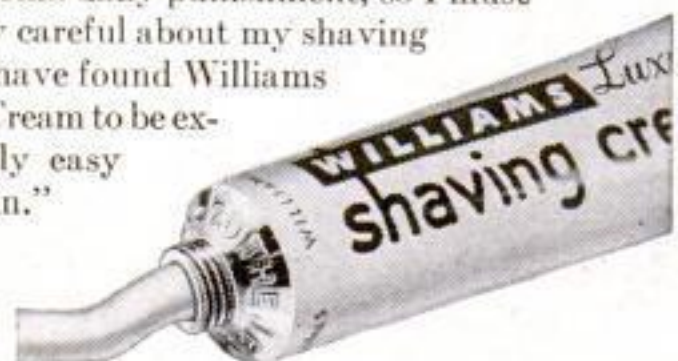
TO REMOVE stage make-up, heavy towels—sometimes strong chemicals—are needed. Add to this the irritation of close daily shaves. It's no wonder that actors' faces are extra sensitive to shaving cream!

To make a mild shaving cream, top-quality ingredients must be used, and combined as carefully as a prescription. Such a cream is Williams, blended with the skill of over 100 years. Snow-white, creamy-lathering, *mild*—Williams Shaving Cream lets you shave closely with comfort.

TRY A TUBE AT OUR EXPENSE. We'll be glad to send you FREE a generous tube of Williams Shaving Cream. No obligation! Just send your name and address on a post card to The J. B. Williams Co., Dept. CS-2, Glastonbury, Conn. Offer good in the U. S. A. and Canada only.



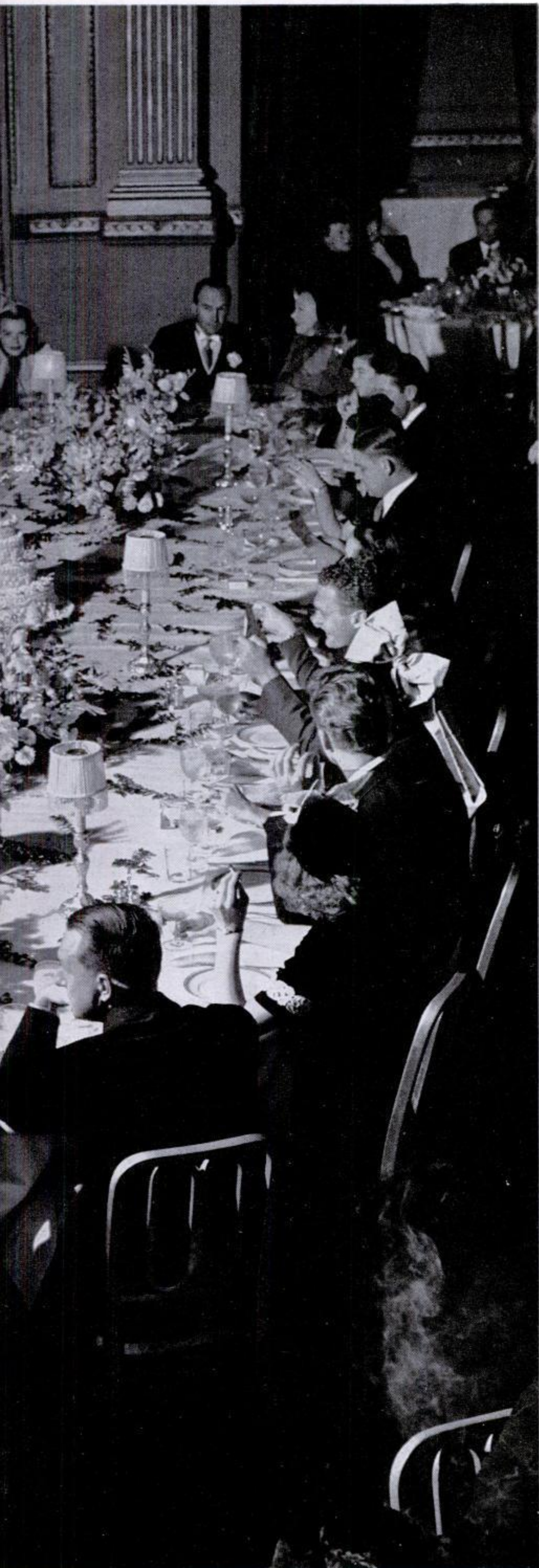
ALFRED LUNT says: "Removing make-up gives my skin daily punishment, so I must be doubly careful about my shaving cream. I have found Williams Shaving Cream to be exceptionally easy on my skin."



Life Goes to a Wedding (continued)



Bride's table is usually the largest and gayest at party. Bride sits to groom's right, best man at right of bride. Maid or matron of honor sits at groom's left. Others at



bride's table are bridesmaids, ushers and respective husbands or wives. Parents of couple are never seated with the bridal party, but at second largest table nearby.

CONTINUED ON NEXT PAGE

GENUINE

Alpaga

MOTH and SHOWER
REPELLENT



IS THERE ROOM IN
YOUR WARDROBE FOR
ONE VERY FINE COAT?

Actually, you'll never enjoy peak satisfaction until you experience Alpaga's smart styling and good looks . . . the unbelievable comfort of its weightless warmth . . . the phenomenal durability of its soft luxurious fabric . . . the advantages of its **RESISTANCE TO MOTHS AND MOISTURE**. See yourself in an Alpaga today . . . at leading men's clothing and department stores.



- LIGHT
- WARM
- DURABLE

THE TOPCOAT

\$29.50

The Overcoat \$34.50

STRATBURY MFG. CO., GALION, O.

"DO IT YOURSELF"



-SAYS PETER PUTTER



"Why put up with unsightly cracks, holes, nicks, in wood, wallboard, plaster and tile when **SCHALK'S CRACK FILLER** is on tap? All you add is water. Won't shrink; dries hard; can be colored any shade. A magic repair-kit, 10¢!"



"Do over your floors yourself... by using this white magic that 'removes' and bleaches in one operation. All you need: a can of **DOUBLE X** (75¢ at paint, hardware stores); a pail of boiling water; a brush or mop and steel wool!"



"Want to be sure the varnish will dry? Then take this tip from an old hand: don't revarnish or rewax before you **WAXOFF**. The only product of its kind! Removes wax, floor oil, polish; can't explode; can't hurt your hands. Only 10¢!"



"Any caked-up paint brushes huddled away in attic or garage? Be thrifty... save 'em with **SAVABRUSH**. Dissolves paint, varnish, shellac, enamel; makes the bristles good-as-new overnight. A 10¢ carton will 'save' several brushes."



"And, finally, when it comes to puttering around and fixing things so they stay put, **SCHALK'S WOOD PUTTY** can't be beat. Easy to work; contains real wood; costs only a dime, yet saves many a dollar in household repairs."

Paint, hardware and lumber dealers all over America carry these "Do It Yourself" items guaranteed by Schalk. If your dealer is not supplied **SEND 10¢** for a "Get Acquainted" package of any item; 50¢ brings all five. Schalk Chemical Co., 351 E. 2nd St., Los Angeles.

If you have gray hair, just wet it with Canute Water. A few applications will completely re-color it, similar to its former natural shade... in one day, if you wish. After that, attention only once a month will keep it young-looking.

Your hair will retain its naturally soft texture and lovely new color even after shampooing, perspiration, curling or waving. It remains clean and natural to the touch and looks natural in any light.

SAFE — Skin Test NOT Needed
Canute Water is pure, colorless and crystal-clear. It has a remarkable record of 25 years without injury to a single person. In fact, scientific research at one of America's greatest Universities proved Canute Water to be perfectly harmless. Try it and you will soon understand why leading dealers in most of America's largest Cities sell more Canute Water than all other hair coloring preparations combined.
No Other Product Can Make All These Claims
6 application size \$1.15 at drug stores everywhere.

FOR GOOD PICTURES

argus
ann arbor michigan

FINE AMERICAN MADE CAMERAS

FREE Choosing Your Camera
Write for this 32 page booklet



Numerous toasts, drunk in champagne at Johnson wedding, keep bridal party on its toes. First, groom toasts bride, then best man toasts both, and bride toasts groom.



Dancing begins after bride and groom have first dance. After few steps bride's father cuts in and groom dances with bride's mother. Best man next cuts in on bride.



After that general toasting continues as long as refreshments flow. Before dessert the bride cuts first slice of cake alone, then groom covers her hand, cuts second slice.



Bride's parting gesture is throwing of her bridal bouquet into a sea of outstretched hands. Tradition has it that the girl who catches the bouquet will be the next bride.

*Catch 'em NOW—
BEFORE COLD WEATHER*



SAVE GAS—SAVE YOUR BATTERY Get Your Spark Plugs Cleaned—Now!

Clean plugs mean a gas saving as high as one gallon in ten. They also prolong battery life because clean plugs mean quicker starting,—and that's important in cold weather. So, get ready

for winter driving—have your plugs checked, cleaned and regapped. Replace all worn plugs with new AC's—The Quality Spark Plugs. Better do it now.



Get plugs cleaned where
you see this Sign

FOR DEFENSE—Special divisions of the AC plant are operating night and day on "all out" production of special aviation spark plugs and machine guns. In addition, all AC factories are delivering,—on time,—many other AC products needed to re-arm America.



These are AC Equipped for 1942

Buick, Cadillac, Chevrolet, Nash, Oldsmobile, and Pontiac motor cars; Chevrolet, Corbitt, Diamond T, Federal, GMC, International, and Sterling trucks; Allis-Chalmers, J. I. Case, Cletrac, and International Harvester tractors . . . these are some of the well-known cars, trucks and tractors which use AC Quality Spark Plugs. Trust your spark plug requirements to the same brand of spark plugs which the leading, big volume manufacturers select.

AC SPARK PLUG DIVISION • General Motors Corporation • FLINT, MICHIGAN



Photograph of actual test made at BETTER HOMEMAKING INSTITUTE, INC. Grace Viall Gray, Director.

Same Eggs! Same Oven!
Same Omelet Pan!
But which was mixed by

Sunbeam

AUTOMATIC

MIXMASTER

THE BEST FOOD MIXER MADE

Mixmaster's even mixing and greater aeration made the omelet on the right 60% higher than the hand-mixed omelet on the left. And minus the tiring arm-work, too. You get better results in *all* your cooking and baking with Mixmaster. Lighter, higher cakes . . . creamy-fluff mashed potatoes . . . velvet-smooth icings, sauces . . . more juice from the same oranges, etc. No end to the time and arm-work it saves, the better results it gives.

Only Mixmaster gives you all these advantages

- **MIX-FINDER DIAL** that enables you to "tune in" the perfect mixing speed for every need.
- **NEW AUTOMATIC BEATER EJECTOR** for the famous Mixmaster Full-Mix beaters. Push down handle and out drop the beaters all by themselves. Easy. Quick. Simple. No pulling. No twisting. Nothing to unscrew. No messy fingers.
- **EVEN MIXING** with a wide range of POWERFUL Mixing speeds that never vary as the batter thins-out or thickens-up, whether set slow or fast.

- **MOST COMPLETE LINE OF ATTACHMENTS** for dozens of everyday needs like grinding meat, chopping vegetables, slicing, shredding, etc.

Those are some of the reasons why Sunbeam Mixmaster is the pride and joy of over TWO MILLION enthusiastic users. There's only ONE Mixmaster. On sale wherever good electric appliances are sold. Be sure yours is a *genuine* Mixmaster—made by Sunbeam.



Only Mixmaster has the exclusive MIX-FINDER Dial on which all the everyday mixing needs are plainly indicated. You simply "tune in" the recipe. And you know the results will have that "success secret" of delicious food—even, scientific mixing.



MIXES
MASHES
WHIPS
BEATS
STIRS
BLENDS
JUICES
FOLDS
CREAMS

Sunbeam Mixmaster, complete with juicer.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5600 W. Roosevelt Rd., Dept. 53, Chicago
Canada Factory, 321 Weston Rd. So., Toronto. Over Half a Century Making Quality Products.

Famous for **Sunbeam** TOASTER, IRONMASTER, COFFEEMASTER, WAFFLEBAKER, SHAVEMASTER, etc.

PICTURES TO THE EDITORS

THAT THEIR FACES MAY NOT WILT

Sirs:

I engage extensively in table-top photography. On a recent assignment I essayed to caricature faces of famous personages in fruits and vegetables for use as models. Because such a set of photographs cannot be completed in one day, I placed my models in my refrigerator so that they would be fresh and firm for the second day's shooting. I was so pleased with their



effect through the refrigerator door that I photographed the collection as it stood. If you look closely you will recognize caricatures of Eleanor Roosevelt and Doris Duke Cromwell (*upper left*), Veronica Lake (*second row left*), Marian Anderson (*second row right*), Anne Morrow Lindbergh (*third row left*), the Duchess of Windsor (*third row center*), Elsa Maxwell (*bottom row center*). Others, like the pear and the peach glaring over the drip tray and the gay coconut at the lower left, are just in for atmosphere.

NINA LEEN

New York, N. Y.



BE SURE YOUR TOASTER IS THE *Sunbeam*

COMPANION TO THE

Sunbeam
MIXMASTER



Either "POPS UP"
THE TOAST

or "KEEPS
IT WARM"
in toaster-oven 'til
you're ready for it

Here's a "word to the wise" on toasters that's too good to overlook when you make *your* selection of a toaster. Don't ask your dealer for just an automatic toaster. Tell him you want the SUNBEAM. Get the automatic toaster by the makers of the famous Sunbeam Mixmaster. That will be your assurance of the same kind of wonderful satisfaction in a toaster that SUNBEAM is today giving in a food mixer to over two million homemakers.

When you get the Sunbeam you get the toaster that gives you the new, convenient, two-way operation for either "pop up" or "keep warm" action at the flip of a button. And whichever way you set it, the toast is always crunchy-tender—perfect every time. No guesswork. You don't watch it. The toast can't burn because the Sunbeam is completely automatic. No trick to keep it spick-and-span, either. Has the hinged crumb-tray that snaps down for easy cleaning. No other automatic toaster offers *so many* EXTRA advantages.

See the Sunbeam Toaster and the stunning tray set combinations that are available. On sale wherever good electric appliances are sold.

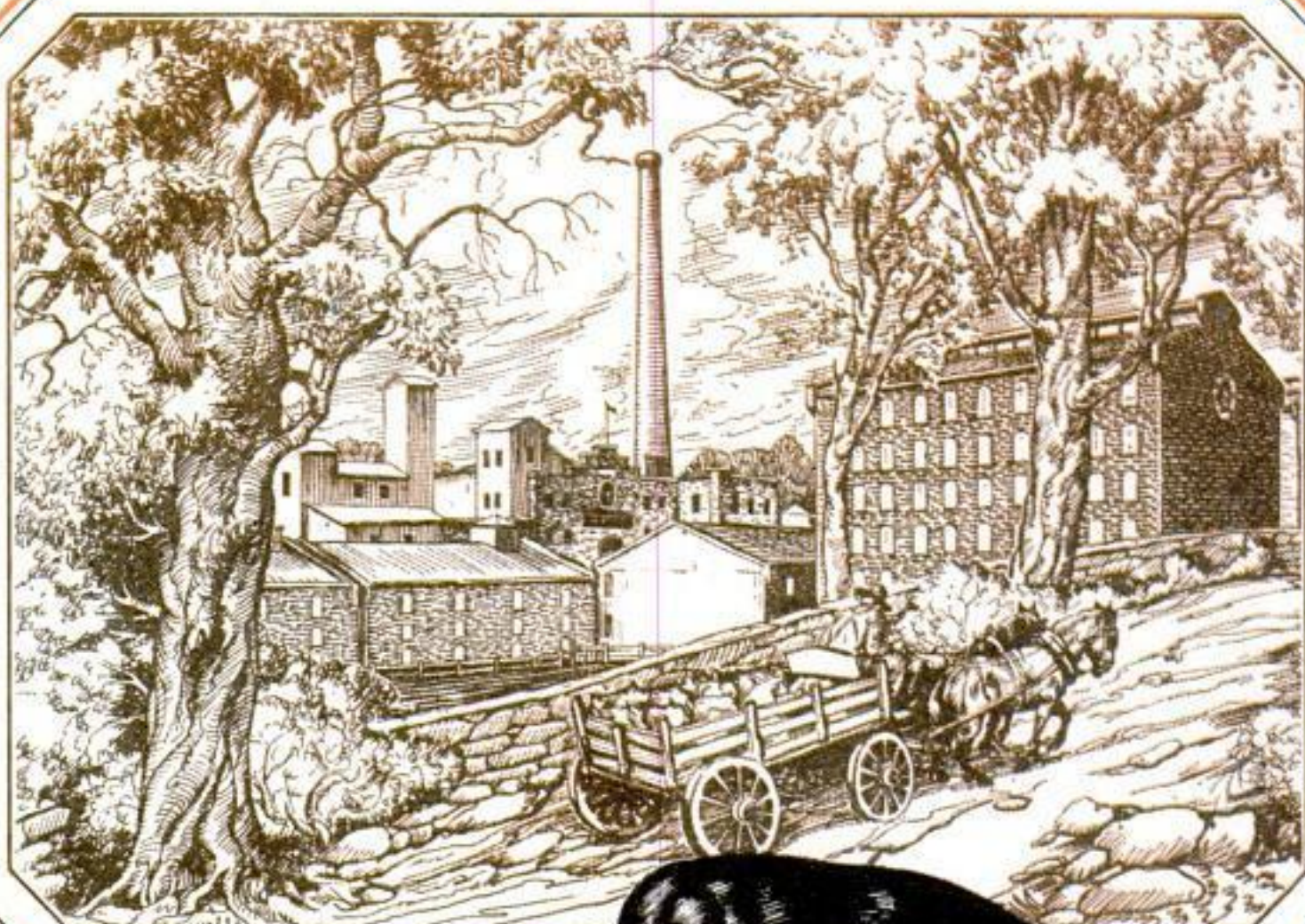
Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5600 Roosevelt Rd., Dept. 53, Chicago
Canada Factory: 321 Weston Rd., So., Toronto. Over Half a Century Making Quality Products

BY THE MAKERS OF THE FAMOUS *Sunbeam* ELECTRIC APPLIANCES

Rare in quality, rich in tradition... and a splendid value at its popular price

Those in the know... ask for

OLD CROW



Old as Kentucky distilling tradition itself is this ancient Old Crow distillery around whose weather-beaten walls has grown up a vast modernized plant.



Kentucky Straight Whiskey



A Truly Great Name

AMONG AMERICA'S GREAT WHISKIES

A consistently great reputation grows greater with each passing year... and Old Crow was first distilled long, long ago.

National Distillers Products Corporation, New York, N. Y.

100 Proof

Bourbon or Rye

BOTTLED IN BOND

PICTURES TO THE EDITORS

(continued)

SHORT-LIVED APPLAUSE

Sirs:

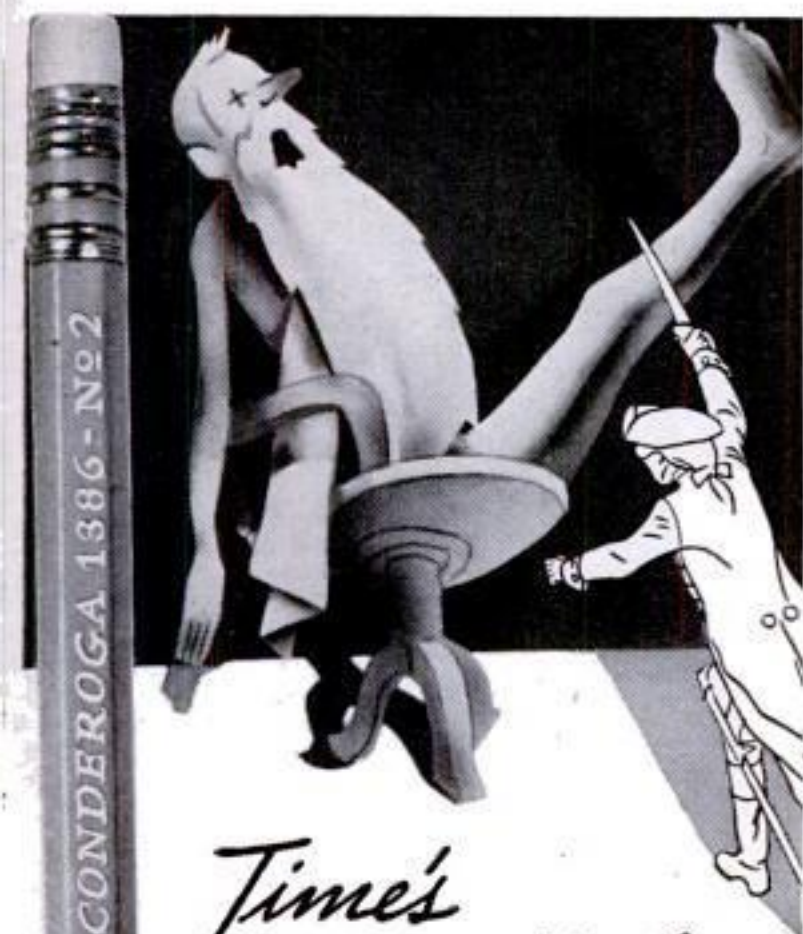
When U. S. Senator Gerald P. Nye appeared at a Citizen's No War Rally Committee, the audience numbered no more vociferous applauder than the black-hatted, gray-haired spectator shown in the picture directly below. So noisy was her reaction that another spectator in a

forward row turned to stare just as I shot the picture. Expecting further demonstrations, I kept my camera focused. Within 20 minutes my subject's enthusiasm was spent. The second photo shows the ace applauder closely resembling an ace cat-napper.

JOSEPH J. DURNHERR

Rochester, N. Y.





*Time's
awastin'!*

Could this scene have been taken in your office? Mister, if you're buying cheap, inferior pencils for the force, the answer is YES. Actual scientific tests prove that switching to smooth-writing Ticonderoga saves **50%** of writing effort—with an equivalent saving of time, temper and errors due to fatigue.

Smooth Ticonderoga!

Thus Ticonderogas are an office crew that speed up everyone's production every minute of the office day. Any time that isn't worth a few extra pennies to you, let us know!

DIXON

TICONDEROGA

An extraordinary 5¢ pencil. Get quantity quotations from your stationer or stationery dealer. Joseph Dixon Crucible Co., Dept. 43-110, Jersey City, N. J.

**OUR BABY'S FIRST SEVEN YEARS
NEW MOTHERS
want THIS
BABY BOOK!**



* A priceless record of a child's growth, and a beautiful gift—with valuable scientific records and guides for child care. Filled with charming illustrations in full colors—it's just the gift for new mothers! In pink or blue Terek cloth.

only \$2⁵⁰

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FREE! To expectant mothers . . . advice from famous authorities about layette essentials and infant training. Write for Folder A.

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AND ENCLOSE \$4.50

BURNS
To quickly relieve fiery throbbing and
ease parched skin, promptly apply
RESINOL

PICTURES TO THE EDITORS

(continued)

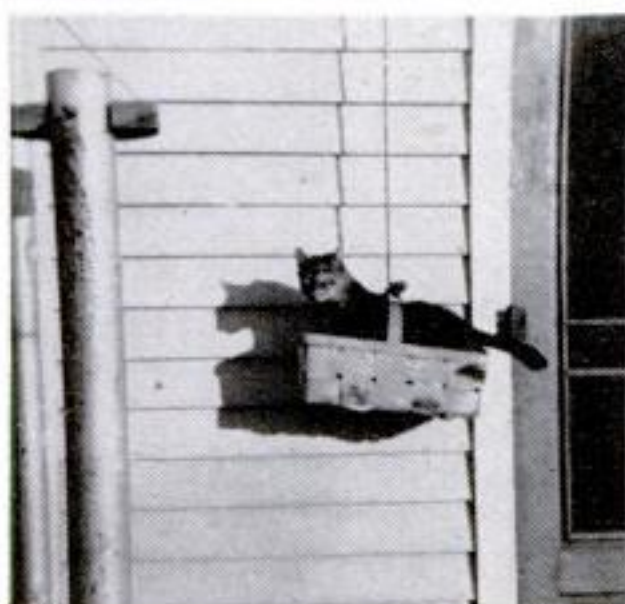
CAT ELEVATOR

Sirs:

A grocery basket and a piece of clothes rope comprise the cat elevator shown in these pictures. In the first photo Tommy seems to be deciding on an ascent. The second shot catches him entering the basket. In the next two pictures he is shown being hauled aloft. Lastly he is taken in through a window.

MRS. JESSE CHAMPION

Oberlin, Ohio



HOW TO KEEP PEACE



READ DIRECTIONS on tube. "No brush, no lather, no rub-in . . . just wet your face and then begin" . . . to shave with Barbasol! Your wife will never get in your hair for having a scratchy skin, if you get yourself a smoother, fresher, younger-looking Barbasol Face.



EASY AS THIS. Throw away old-fashioned shaving methods that tend to dry, bite, coarsen the skin. Turn to soothing, whisker-taming Barbasol and get yourself a Barbasol Face—the kind of skin a woman loves to keep in touch with.



SLEEP A LITTLE LATER. Barbasol's the fastest shave you ever had. No muss, no fuss. So fast, in fact, you have time before breakfast to admire your own Barbasol Face. Big tube 25¢. Giant tube 50¢. Family jar 75¢.



BARBASOL BLADES
5 FOR 10¢—15 FOR 25¢

enjoy the luxury of

Ancient Age



the whiskey of the
"FLAVOR-YEARS"



You can't hurry Father Time when he's aging a superb whiskey! That's why we let the Ancient Age whiskeys sleep undisturbed for a full 8 years. Matured by these extra "Flavor Years" . . . mellowed at leisure for your taste to treasure . . . the straight whiskeys in Ancient Age are eight **YEARS OLD***

*Also available
at 5 years old*

KENTUCKY STRAIGHT BOURBON WHISKEY. THIS WHISKEY IS 5 YEARS OLD. 90 PROOF. COPR. 1941, SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY

THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.
*ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, 86 PROOF.

PICTURES TO THE EDITORS

(continued)

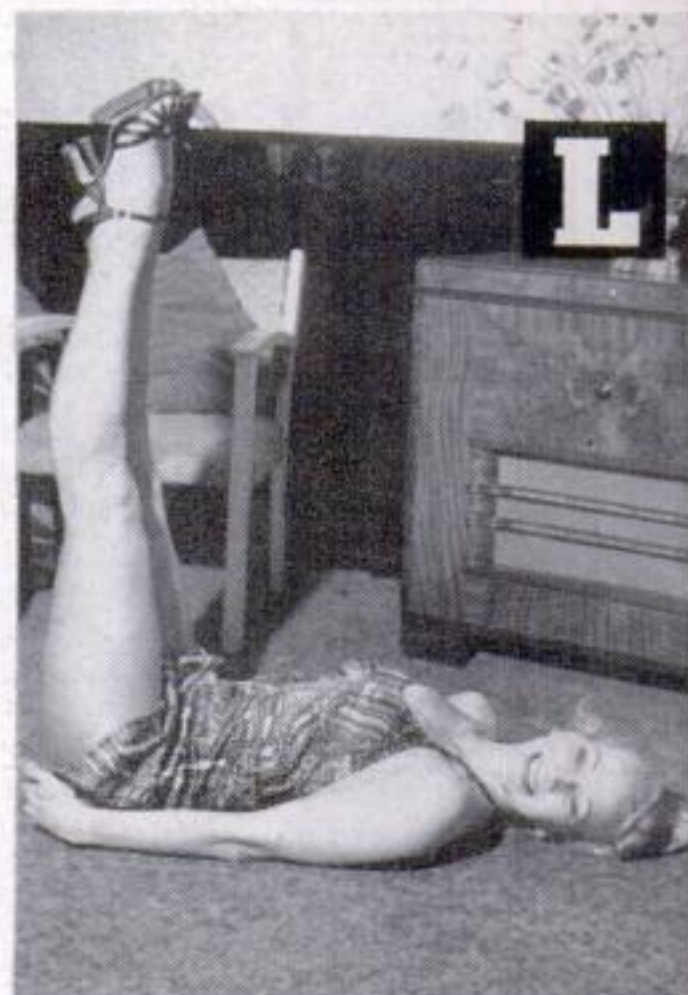
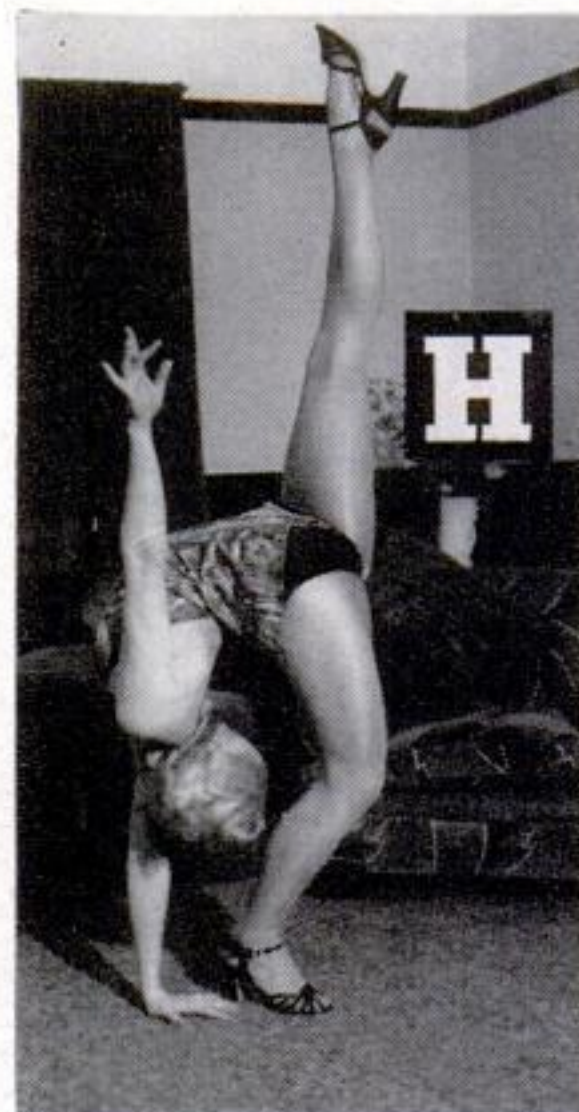
ACROBATIC SPELLING

Sirs:

Marie Hollis, American acrobatic dancer now touring Australia, can write her surname with her body, and without dropping the H. It's a standard part of her stage act. These pictures were made during a rehearsal. They show her demonstrating her new art of body spelling. The stunt is done as a moving sequence, dur-

ing which Miss Hollis moves from one pose to the next without resuming a standing position. I think you will agree that her "typography" is technically correct. She has been practicing since the age of 8, declares that hard work, not unusually free joints, is the secret of her accomplishment.

THOMAS K. EDWARDSON
Sydney, Australia



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HOT GINGERBREAD

IN A JIFFY...JUST ADD WATER AND BAKE

Melts in your mouth! Richly wholesome. Dromedary Gingerbread Mix beats any home recipe, yet costs no more

DSSERTS—cookies—muffins—hot-bread... there's no limit to the delectable treats you can make with this versatile Mix! And it's *good* for you—a valuable energy food. Just add water or milk, and bake—you cannot fail. So easy—so delicious—yet the cost comes to *less* than mixing

your ingredients at home! Try Dromedary Gingerbread Mix once, and you'll never be without it. Why not treat the family—*tonight?*

(Made from the original recipe of George Washington's mother—by special permission of the D.A.R.)

THE HILLS BROTHERS COMPANY, NEW YORK

Double your money
back if you don't
say "Finest ginger-
bread I ever ate!"



SERVE HOT with ice cream, whipped cream, thick chocolate sauce or fruit. So tender, so flavorful, everyone loves it. No wonder this famous recipe was George Washington's favorite dessert!



ORANGE LAYER CAKE
Just fill and top the layers with whipped cream and peeled orange sections. Or use bananas. One package makes a handsome 2-layer cake. (Try using coffee or fruit juice in the batter. M-m-m!)

Exciting-Delicious CHOCOLATE STUDD "GINGIES"

Newest, tastiest version of the cookie that's swept the country. Whole pieces of chocolate with every delicious bite. So-o good—and no work! Be first to serve them.

2 MINUTE RECIPE

Stir 1/3 cup water into Dromedary Gingerbread Mix. Add 7 oz. package semi-sweet chocolate pieces (or cut up 7 oz. bar). Drop by teaspoons on greased pan. Bake 10 to 12 minutes—350° F



DROMEDARY GINGERBREAD MIX



THEY weren't even engaged then — when he wore the O. D. of Uncle Sam's '17 army with his sergeant's stripes on one sleeve and his heart upon the other.

And as for Junior, now a stalwart in O. D. 1941 model — just a chapter in a story that hadn't even been written.

The years "about face" and "to the rear, march" as he watches her wrap with such care these cigarettes for their son in camp. He recalls the times when he received the same gift from

the same hands. The same — even to the name upon the carton.

Camel. Yes, they were first with men in the army then — and they are today. Not only in the Army but in the Navy, the Marines, the Coast Guard...with the millions of others who stand behind them...for Camel is America's favorite.

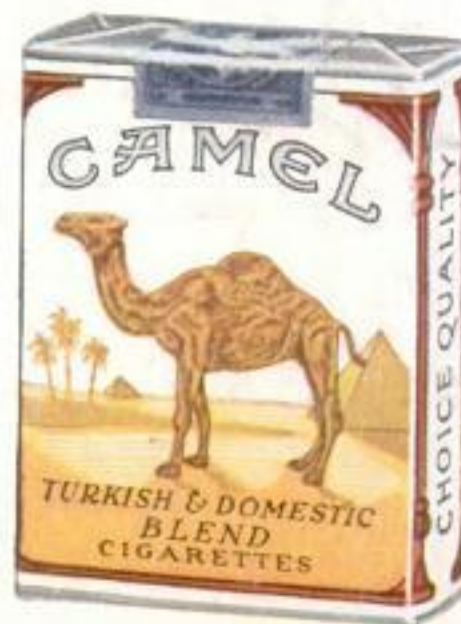
Why? The answer isn't told in words. But just let match flame and cigarette meet, and that first single puff's enough to start *your* taste telling *you*!

The *smoke* of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other largest-selling brands tested — less than any of them — according to independent scientific tests *of the smoke itself!*

SEND HIM A CARTON OF CAMELS. Whether he's in the Army, Navy, Marines, or Coast Guard, when you send him a carton of Camels you'll be sending the cigarette men in the service prefer. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.) Send a carton today!



● BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested — slower than any of them — Camels also give you a smoking *plus* equal, on the average, to

5 EXTRA SMOKES PER PACK!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS